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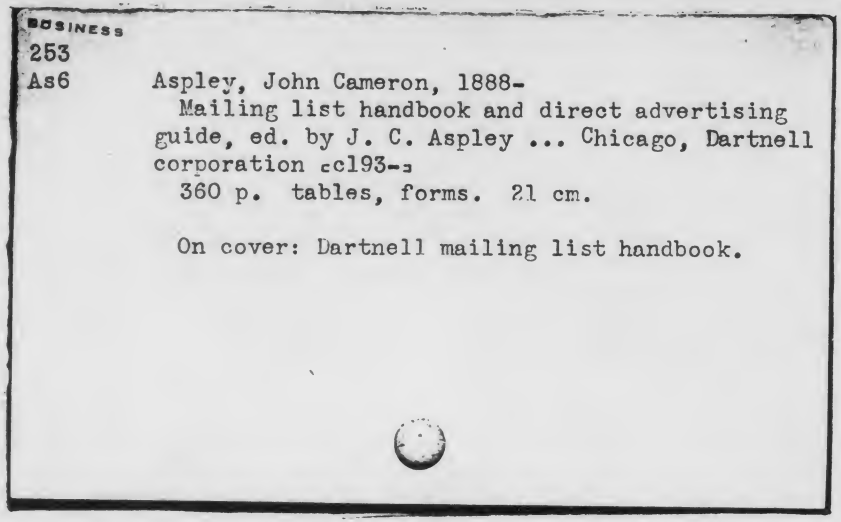
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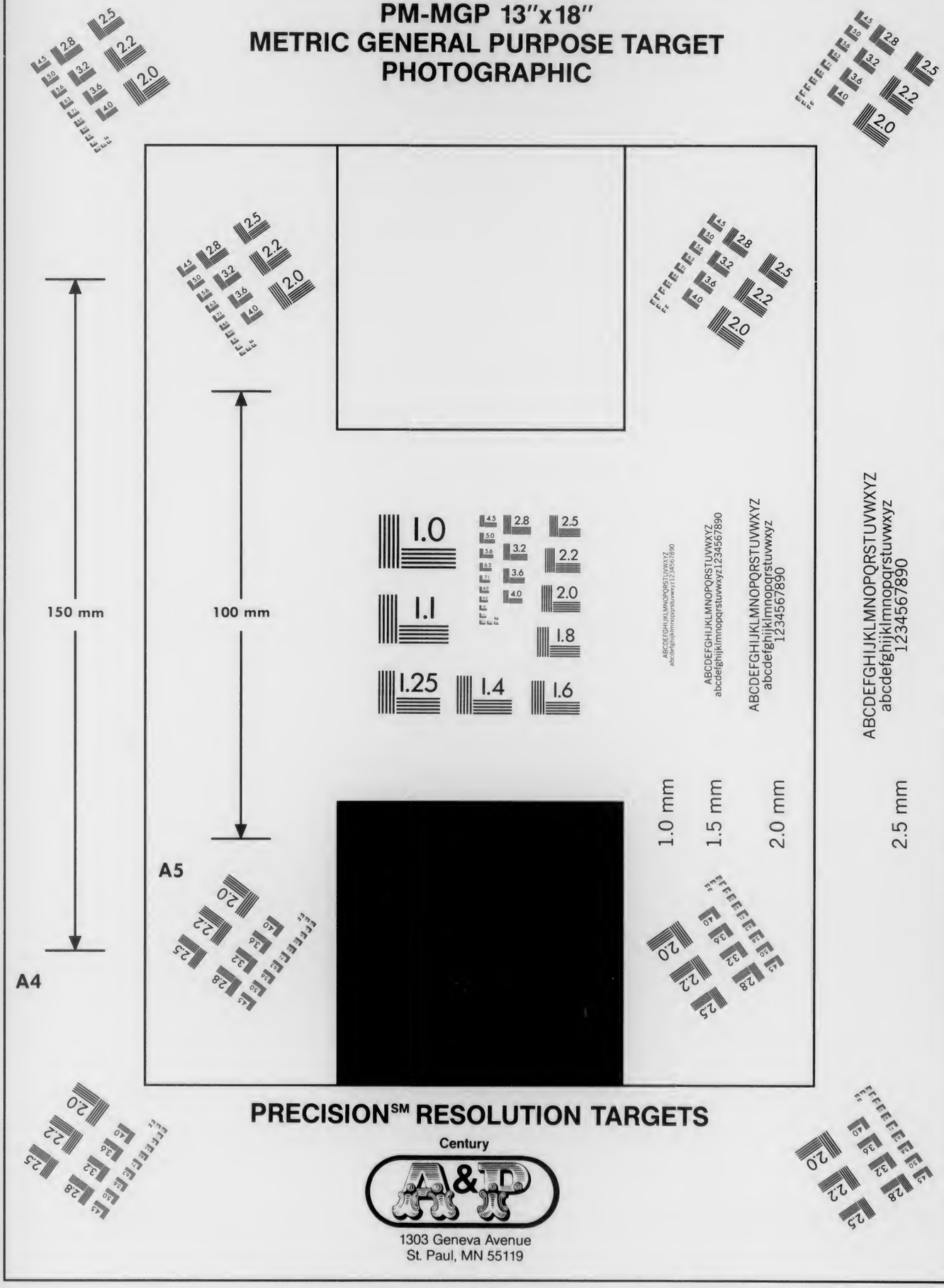

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MAILING LIST HANDBOOK

and Direct Advertising Guide

Edited by

J. C. ASPLEY

Editor the Dartnell Publications and Printed Salesmanship Magazine

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Foreword

THE growing importance of the mailing list in sales promotion and its fundamental bearing on the success of all direct-mail effort, has caused us to confine this year's Direct Advertising Guide largely to that subject.

We have retained some of the more popular features of the 1930 Direct Advertising Guide in this year's edition, after bringing them down to date and revising them in the light of the greatly changed business situation. The data on the break-down of direct advertising appropriations has been supplemented by the results of a personal investigation made among a wide range of business houses in and around the Chicago area. The data in this case was secured through personal calls. The cumulative index to articles published in *Printed Salesmanship* since it came under Dartnell management will also be found in this year's edition. The increasing use of this index by printers, advertising agencies as well as by large users of direct mail, gives us reason to believe that this feature serves a very practical purpose and is of growing value to Guide users as time goes on. Census figures, throughout the guide have been corrected according to 1930 count, except where otherwise noted.

The review of leading direct-mail campaigns of the year, an outstanding feature of previous editions, will be expanded and later included in an Annual Review Number of *Printed Salesmanship*, published by the same interests. It is felt that the larger page size of the magazine permits better illustrating of these campaigns, and a more interesting and colorful presentation than a smaller book of this size.

This edition of the Dartnell guide for direct advertisers is an outgrowth of the Dartnell Advertising Guide first published in 1925, and since 1928 published as the Annual Reference Number of *Sales Management Magazine*. It is our plan to bring out a new edition of this handbook annually; if possible in the spring or as soon as possible after all statistical data for the preceding year is compiled and made available for publication.

THE PUBLISHERS.

The Balance Sheet Value of a Mailing List

WHAT is in a name? A Chicago mail-order house arrived at a valuation of $3.50 for every name on its list, by capitalizing its average profit over a five-year period, and dividing it by the average number of names on its list during that time. A fair value for a name on any good mailing list, provided it is carefully maintained and kept free from deadwood, is well over a dollar. How much over depends upon the money which has been invested in working the list. A new name which has never been worked may be worth only ten or fifteen cents, but as money is circularizing the name to build up good will and acceptance for your company's products, the value of the name multiplies rapidly.

While it is not considered good accounting practice to capitalize a mailing list on the balance sheet, unless it is included under a general asset such as "good will, patents and mailing lists," a good list of names is a very tangible and valuable asset to a going business, and in many instances has brought more money in liquidating a business than any other asset. The tangible worth of a mailing list has also been demonstrated in legal action when an ex-employee has been sued by a former employer for procuring a mailing list and turning it over to a competitor.

Montgomery Ward Experience Proves Mail List Worth

One of the best illustrations available as to the true value of a good mailing list, particularly a list upon which a consistent promotional effort has been made, is found in the success of Montgomery Ward & Company and Sears, Roebuck & Company in branching out into the retail store field. Because these companies maintained large mailing lists of customers and prospect customers, and built up their confidence in merchandise and policies, nearly every store opened by these companies was a success. Montgomery Ward & Company's analysis showed that those stores which were most successful were those in localities where the mailing lists were most complete.

On the other hand, another Chicago mail-order house, Butler Brothers decided to enter the chain store field, and proceeded along lines very similar to those followed by Montgomery Ward and Sears, Roebuck. But their success has not been so pronounced if we may judge from the present levels of their capital stock. One reason for their slower progress unquestionably is that neither Butler Brothers nor their Scott Stores were known to the public in the way that the other two mail-order houses were known. In the case of Sears and Montgomery Ward the millions of dollars worth of good will which existed in the mailing lists proved a hidden asset of tremendous value.

Mailing List Value in Financial Set-Ups

Some time ago, before the merger of the National Suit & Cloak Company with Bellas Hess, the National found itself in need of additional capital. It was decided to issue 50,000 shares of common stock. Then came the problem of selling the stock to the public, and to the bankers who would market it.

At that time National sales were about $13,000,000 a year. The plant value of the company was about $3,000,000 with net tangibles over liabilities of $5,000,000. But even so the picture did not excite the bankers. But what did excite the bankers was the fact that among the intangible assets was a list of 4,000,000 carefully compiled names, of which 1,200,000 were active customers. In the circular which the banking house later issued, this list was made one of the principal reasons for buying stock, since the average sale to each customer was so high, and the potential opportunity to quickly expand the present list of customers was so large. How much the investing public was impressed by this feature of National set-up is hard to say, but the stock was oversubscribed almost at once.

Fortunes Built from Good Mailing Lists

A publisher sold a million dollars worth of books through the medium of a carefully compiled list of book buyers. A country retailer boosted his sales 40 per cent by systematically circularizing a list of farmers within an hour's ride of his store. A wholesaler placed a private brand on the market overnight by telegrams sent to a carefully keyed mailing list. A manufacturer of

an apple beverage jumped his sales 1,000 per cent in one season by going directly to jobbers' salesmen, whose names he bought from leading dealers in each center.

A man with an idea sold $2,500,000 worth of securities through the use of lists secured from bank cashiers. There is no end of examples. Every business has them. The use of mailing lists to build business and insure continued growth and success is common. Truly the old saying that a girl's face is her fortune, may easily be amended to read that a business man's fortune is his mailing list.

Mailing List the Backbone of the Business

There are some lines of business, of course, whose operations are not dependent upon a mailing list. This might be true of some companies selling door-to-door. Yet even in this field manufacturers of household appliances spend large sums of money to secure the names of users of equipment purchased through dealers. Elaborate service guarantee schemes are used to induce purchasers to file their names with the manufacturer, so that he can build up mailing lists of users. In this way he is able to keep contact with them and promote their use of his equipment, and encourage old users to recommend the equipment to new prospects. A check-up recently made by a large maker of electrical refrigerators showed that approximately two-thirds of their new business resulted from cooperation extended by old customers.

But the average business is built up around a list of names. These names may be dealers, they may be jobbers, or they may be customers of one kind or another. In the case of a publisher they may be subscribers to his publications. In the case of an insurance company they may be men who are improving their positions from time to time, and will thus be continually in the market for more insurance. In the case of a manufacturer selling a built-in product the mailing list may consist of names of dealer's salesmen who must be depended upon to push the equipment in which his product is used on the dealer's floor. Regardless of what kind of business it might be, its continued success and growth are invariably grounded and determined by the worth of its mailing list. The list is the very backbone of the business. It is one of the most valuable assets on the balance sheet.

How Various Concerns Get Names

As a general rule what you get out of a list in the way of returns is in almost direct proportion to the thought and time you put into it. This applies not only to compiling it, but also in keeping it up to date. A list that costs $1,000 to compile may quite easily prove to be much cheaper in the long run than an equally large list which originally cost but $50. The same principle applies here as in hiring a salesman—it isn't so much what you pay the salesman in the way of salary as it is the business he is capable of producing for you.

"Lookout" Plan

Most business men appreciate this point, and in their effort to get a list that will produce the very maximum business at the minimum investment of postage and printed matter they display unusual resourcefulness. A Chicago automobile painting establishment wanted to get a 100 per cent list of prospects. So it placed a man in a vacant window on automobile row. Whenever a car passed that looked as though it needed repainting, the "lookout" jotted down the license number of the car. The next day these numbers were checked up with the state license list and a letter was sent to the car owner calling his attention to the fact that a little paint and varnish wouldn't do his car any great harm, and tactfully suggesting that he stop in and talk the matter over the next time he was downtown. Needless to say a great many did, with the result that considerable business was secured at a comparatively small outlay.

Use of Students by Sherwin-Williams

Similarly the Sherwin-Williams Company once secured a valuable list of house owners whose homes were in need of repainting, by offering school children a small inducement to send in such names. The use of school children is capable of wide adaptation, and can be made a very productive source for live names. Care must be exercised, however, in checking up the names to make certain that they are bona fide.

Not long ago one of the Chicago clothiers spent a good deal of time and money in compiling a list of high school graduates through the agency of school children. When he came to check up the names with the city directory he found that many of the

names were bogus, many others had wrong addresses and were generally unreliable. This particular clothier advertised in the newspapers and secured one student in each school as a sort of general agent, and he, in turn, appointed sub-agents in each class. The clothier's plan was to pay the general agent one cent for each name sent in, one-half of which the agent paid to his sub-agents.

Methods of Employing Compilers

One of the leading life insurance companies formed an "Insurance Service League" and advertised: "We will pay you from $5.00 to $50 for insurance information that you now possess. There is nothing for you to buy, nothing to sell, no real work. Mail the coupon for our free book which tells about the plan." Thousands of inquiries were received—who doesn't want to make money without working? The book went into detail as to just what kind of information was wanted, and each inquiry was provided with a supply of blanks on which they could send in information about their relatives and friends whom they knew to be contemplating buying insurance. Thousands of live leads were thus secured, and many policies written as a result.

The Kahn Tailoring Company has found that expressmen are good sources of information when compiling a mailing list of live dealers. As the expressman delivers most of the merchandise to the dealers he not only knows who is the livest dealer in town, but can usually give you other helpful facts. A pocket memorandum book and fountain pen will win his cooperation.

Another manufacturer wanted to get a list of country women with good-sized families. They bought a supply of egg separators at a cost of less than three cents each. These they offered free to officers of various women's clubs for the names of members who had families.

An offer to send a key-ring to station agents who would send in a list of milk shippers, likewise, secured a ready-made list of prospects for a cream separator company, just as a pocket memorandum book brought a list of names of winter car drivers for an automobile accessory manufacturer. Sometimes these offers to send little gifts for names are made through the mail, other times through enclosures with the package itself and quite frequently through advertising in class publications.

Getting Names from Employees

Your stockholders, customers and employees are also valuable sources for live lists of names. An advertising concern with about four hundred employees built up a very good list at comparatively little cost by offering a cash prize to the employee who turned in the greatest number of leads, and another prize to the one sending in the lead that resulted in the largest order. Special blanks were furnished each office worker so that he could turn the leads in as he "dug them up." Special boxes were placed about the office in which the lead slips were deposited. A by-product of this contest was the indirect effect of quickening the interest of the office workers in the sales end of the business.

How to Get Cooperation of Present Customers

In getting names from present customers it is well to enclose a stamped addressed envelope, as well as a blank, so that they will be put to as little trouble as possible. An office appliance manufacturer who has been unusually successful in getting leads in this way, uses some complimentary piece of printed matter as the peg to hang such a request on. A reprint of some speech or article serves this purpose very well. It should not, however, be too glaring an advertisement of the business, but preferably something of a helpful character.

A bank in Chicago systematically approaches those of its depositors who are large employers of labor, and obtains the names and addresses of their employees with the idea of inducing them to open savings accounts.

A manufacturer of workmen's overalls uses the same method. He first used the plan in his home town and obtained such excellent results that he now uses it all over the country. To each dealer handling his line he explains the plan and suggests that they obtain names of employees of plants in their locality, and send them to the manufacturer. Advertising matter and a letter stating that the overalls can be purchased at such-and-such a store is sent to all names supplied by dealers. Excellent results are obtained. Dealers willingly cooperate, as they realize the importance of getting a new customer into the store and know that an overall sale will generally lead to other sales and oftentimes valuable regular patrons.

Use of Investigators

The practice of using investigators to obtain names is increasing in use. Here is a typical way in which the plan is operated: A manufacturer of an office device found that in selling to large firms it was necessary first to convince the office manager of the merit of the proposition before talking to the purchasing agent. Names of office managers cannot be found in directories and trade lists, like other classification of names, and so this manufacturer hired a bright young woman to compile a list of office managers. Her method is to go to the information desk in large offices and ask for the name of the office manager. The desired information is usually obtained at once. An alternative of this plan is to obtain the names by telephone.

Similarly, a concern selling children's apparel employs investigators to visit homes and find out the number, sex, and ages of children. Sometimes this information can be obtained from the maid who answers the door; in others, from the head of the house. Where these methods fail, recourse can be had to neighborhood stores, or in the case of apartment buildings, from the janitor.

Exchanging Lists with Non-Competitive Firms

Firms that sell to the same class of people as you sell are generally willing to exchange lists of prospects and customers. Sometimes exchanges can best be made with head offices of firms; in other cases by having your representatives approach the local representatives of the firms. Manufacturers of office machines and specialties find it very profitable to exchange lists among themselves, as a firm that has bought one kind of modern equipment is generally in line for others. Similarly, concerns in unrelated lines can profitably work together. A malted milk firm and a soda fountain drink firm not only exchange names of dealers but tip each other off from time to time of the opening of new stores. A men's clothing manufacturer works with a men's shirt concern, a hat manufacturer with a men's furnishing manufacturer, and so on.

Delivery men of stores are in close touch with trade conditions in their districts and can be used as a source of names. Manufacturers distributing through dealers find it resultful to suggest this method to their dealers. One retailer requests each of his

delivery men to supply at least ten new names of prospective customers each week. Another store pays its delivery men a bonus for all live names in excess of twelve reported each week.

How to Get Lists from Small Towns

In small towns, bank cashiers, justices of the peace, and newspaper editors can be drawn upon for names difficult to obtain in ordinary ways. A check for one or two dollars sent to any of these individuals, together with specific instructions as to the kind of names required, will usually produce the desired information. Names obtained in this way can be verified by sending them to the local postmaster with the request that he cross out "dead" names. The post office regulations in this connection read: "Postmasters must not furnish lists of names of persons receiving mail at their office . . . Lists of names sent to postmasters for revision must be returned to the sender when postage is provided for that purpose, but no new names must be added to the lists. Postmasters may, if they desire, however, cross off the names of those who have moved away or are deceased."

Names That Come Through Inquiries

THERE is a growing school of thought in advertising that before a name is put on a permanent mailing list it should be *qualified.*

This idea is an outgrowth of the so-called qualification system of selling, where the salesman qualified the prospect to be sure that he has need for the product the salesman is selling before trying to sell him. This type of selling reached its greatest point of development in the sale of securities, when the salesman planned his approach with the idea of first determining whether or not the prospect had the money to buy securities. It was found that this qualification method cut sales costs, since it conserved a large part of the time which otherwise the salesman would have spent canvassing a man who could not possibly buy even if he were sold.

In building mailing lists it is important to know several things about a name before it goes on the list. It should be determined, for example, that the man's business would be desirable after it was secured. It should be determined if he has a need for the product being sold. And in many instances it should be determined that the prospect is receptive to the idea to be presented. In marketing a service for sales executives, for example, results are in proportion to a man's receptivity to new sales ideas plus a natural ability to adapt them to his problems. This is not always determined by the financial status of the company, nor from the line of business. It can only be determined by securing an expression from the prospect himself.

So we come to ways and means for getting men who are "suspected" of being prospects to "qualify" as such before any appreciable amount of money is spent circularizing them. In late years the radio has been used by many advertisers to do this job. General advertising has long been utilized. But the cost of securing inquiries from general advertising in the past year has increased in many lines of business to a point of diminishing returns. Seeking a way out, direct-mail advertisers have turned to working

large mailing lists with some sort of an inexpensive "qualification" piece, and from the returns of such mailings building a list of qualified prospects.

Getting Inquiries for Dealer-Helps

In seeking inquiries for dealer-helps, window display material, and the like, a preliminary study of the list is of particular importance. Material of this character is often expensive, and it represents a positive loss to attract inquiries from dealers who cannot make effective or intelligent use of it. Plans for getting this type of inquiry vary considerably, as is natural, but the most successful of them generally include: (1) a careful study of the list to weed out those who obviously are undesirable, and (2) a request for information on the return card which will act as a further check on the dealer's ability to use the material.

The practical application of such a plan may be illustrated by the experience some time back of the American Printing Ink Company. Though not based upon retailers, the principle is the same, as the company was offering to supply printers with a handbook which would help them sell color printing to their customers. Fred W. Clayton, vice-president of the company, says:

"First: A one-by-one count was made of all the printers in the State of Illinois (taking this as sufficiently urban and rural to be considered representative of the country at large) and the number of printers rated over 5-f (Typo rating) in proportion to the total number was discovered.

"Second: The percentage thus obtained was then used for the total number of printers in the United States, which gave us a figure representing all accounts whose credit rating warranted solicitation of business.

"Third: With this information, it was still necessary to weed out in some manner all those printers to whom the handbook would be valueless; printers who use only one color of ink, or who specialize in one particular class of printing requiring little variety of ink. This information we obtained by a close check on the salesman's lists of accounts which had been marked by the salesmen for mailing of the handbooks. As all our men are on a commission basis, it was naturally supposed that they would be liberal in marking names for receipt of the handbooks.

"Actually, we found that only 50 per cent of each salesman's accounts had been so marked."

As a further check against possible over-enthusiasm on the

part of the salesman, the company offered the handbook in a letter enclosing a return card on which further information was requested. This was arranged so that when the printer signed the return card requesting the handbook, all he had to do was to fill in a short series of questions covering his mechanical equipment.

"This," says Mr. Clayton, "has been faithfully attended to by the printers, and the information they give us is our assurance that they are the class of prospects that can use the book to good advantage and make us good customers.

"Results were more than satisfying. From the first group of approximately 1,000 names to which we planned to send two mailings, approximately 28 per cent requested the handbook. By a close review of the returns so far obtained, it is evident that we shall go over the 35 per cent mark."

It should be borne in mind that the term "inexpensive" as applied to inquiries has a purely relative meaning. Inquiries at five dollars apiece may be dirt cheap as compared with inquiries at fifty cents from the wrong people. A careful study of the list is thus worth considerably more attention than is sometimes given to it.

Give Them Specific Thing to Ask For

Turning now to general consideration of technique, it is evident from an observation of the mass of material submitted that the volume of inquiries is roughly in proportion to the definiteness of the appeal, and the case with which a response can be made. People do not write for "further information" so readily as they do when they are given one, specific thing to ask for. When mail-orders accompany inquiries, much better results are obtained by featuring a single, concrete assortment, than by asking dealers to make selections from several assortments, or to make up their own assortment. Failure to include a convenient return card or coupon is often the case of a falling off in the number of inquiries. Revision of the wording of request-forms so as to eliminate vagueness has often resulted in better response.

Use of Filled-in Reply Cards

A number of concerns advocate the use of reply cards already filled in, by a typewriter or addressing machine, leaving the prospect nothing to do except mail. This, it is claimed, identifies the card so that it cannot be used by anyone except the recipient, and

it is also claimed that it adds dignity to the transaction. At any rate we have a number of instances in which substantial increases are reported from the adoption of this method.

A tire company, for example, reports exceptional results from a single mailing to a list of dealers, and attributes the success largely to the pre-signed post card which has not been used to any extent in the tire business. This was a straight merchandising appeal, sent to a "cold turkey" list taken from a trade directory. Three thousand names were included in the list, and the company writes:

"The mailing was made on August 4th. Up to September 2nd we have had 110 replies. As fast as inquiries were received they were referred to the nearest salesman, and to date (September 4th) 33 dealers have been closed and their average order is $90. The percentage of inquiries closed by salesmen thus far is 45 per cent.

"This mailing cost us as follows: Postage $30, Postcards (Gov't) $30, Multigraphing, addressing and mailing, $35, Envelopes $12.50, Letterheads $6, Green folders $15, Manila folders $22.50, Booklets $105. Total $256.

"Total business resulting therefrom to date is $2,970, indicating that the mailing was done at an expense of 8.6 per cent. We can count on at least a dozen more dealers before the remainder of the inquiries are called upon, and we can also count up considerable re-order business from the dealers established. We believe that the success of the above mailing is largely due to the pre-addressed postcard, and while the idea is not new it has not been worked to any extent in the tire business. There are undoubtedly a good many other lines where this would work out to advantage."

The "Continuity" Plan

Where mailings are continuous month by month, or at regular intervals, as is the case with a house organ, for example, several concerns report success in getting inquiries by enclosing return cards calling for more detailed information on some subject not fully covered in the text. It has been found, for example, that where a prospect will hesitate to fill out a card carrying a definite request for a salesman to call, he will often send in a card calling for specific information even though he knows that a salesman is certain to follow it up. The success of this depends upon establishing a continuity of interest between some item in the text of the mailing piece and the post card offering details.

An example of this character showing the "link-up" between the text and the information requested on the return card is found in a mailing card used by the Van Kannel Revolving Door Company. This is one of a regular series of mailings to a list of architects, consisting of a single standard-size sheet convenient for filing, and carrying the standard heading "Better Entrance News." In the lower right hand corner the illustration of the Louis XIV Style door, and the specific tie-up with the detailed specifications of the same doorway is featured on the return card.

Though the architect is reputed to be an extremely difficult source from which to secure inquiries, the Van Kannel Revolving Door Company reports as follows; on this particular campaign:

"Beginning with a list of 4,863 selected architects we have within one year's time secured over 2,000 inquiries from this list, or to be exact, 42.21 per cent. For fourteen consecutive mailings the returns have averaged 3 per cent. Returns on the last few mailings compare favorably with the returns on earlier mailings and indications therefore are that this rate of response will continue."

Make it "Hard to Get" Yet Easy to Get It

Many worth-while prospects fight shy of promiscuous offers of information, yet can be persuaded to respond if the offer is properly presented so as to indicate that the sender really considers it of some value. Below is a coupon used as an insert with the printer's house organ which pulled the best returns of any request for inquiries since the house organ was started. It will be noted that there are plenty of conditions, indicating that the offer was considered really valuable, but none of these conditions was troublesome to the prospect. The added touch of addressographing the prospect's name on the coupon gives it the proper air of exclusiveness that goes with a five-dollar book. Many offers of "valuable information" fall down because they do not preserve the atmosphere that goes with an exclusive proposition.

Special Features to Win Attention

Oftentimes it is advisable to liven up a straight selling campaign with something out of the ordinary. The following suggestions have been taken from a wide variety of sources, and all have been used with success. They are presented here in the belief that some of them are capable of adaptation to fit the needs

of almost any campaign for inquiries. Though many of them have been used repeatedly, they are still new to many people, and there are many lines of business in which they have not been overworked, if they have been tried at all.

Vary the Appeal

Present the arguments from different points of view and by different people. For example, have the treasurer write concerning the money-saving features of the product, the factory superintendent discuss mechanical points of superiority, etc. To get the best results the letterheads for a follow-up of this type should be changed to suit the appeal.

Regularity of Appeal

A series of mailing features of timely interest, such as blotters carrying monthly calendars for example, or snappy testimonials, often serve to stimulate interest and make inquiries easier to get.

"Teaser" Features

Mail a day or so in advance of main appeal an "attention getter" to stimulate curiosity. An example of this is the Majestic Costume Company's campaign described in *Sales Management Magazine* for September, 1924, where two post cards reproducing news items were mailed in advance of the announcement of new styles. Successful use has also been made of "stunt" letters, unusual in size or striking in color, announcing that on such-and-such a date "you will receive a message worth looking for."

Create Fictitious Personality

When used with tact and discretion, this often brings results where straight selling tactics fail. Jim Henry, Mennen Salesman; Lysander, of the Beckwith Corporation (Round Oak Stove); or Phon-ey Bill of the Kellogg Switchboard & Supply Company; can put over arguments and make direct appeals which would sound offensive if signed by an officer of the company. A fictitious character of this sort can freely indulge in humor, sarcasm, and good-natured "kidding"—powerful weapons, at times, but generally dangerous over a sales manager's signature.

Most people are responsive to a request for assistance if it appears to be reasonable and genuine. In many instances concerns have pulled replies by asking prospects to criticize the advertising they have received, or to suggest the sort of information that might appeal to them. Others have attached to the letter a copy of the "prospect card" bearing the prospect's name and showing a record of several past mailings, with a request to indicate what ought to be done with it. Good results have also been obtained by listing "Reasons for not replying" at the top of the letter, and asking the prospect to check and return. Straight requests for aid in "keeping our list up to date" have frequently resulted in securing definite information from prospects.

One publishing house has found it helpful to enclose two-way post cards with mailings of various kinds. These cards are perforated down the middle, one side being used for negative replies and the other used for positive replies. These are sometimes called "yes and no" cards. Much of the success in using these cards depends upon the wording of the copy.

Premiums for Special Information

When the selling proposition depends upon knowledge of the prospect's circumstances, and the list is blind, inexpensive and attractive premiums can often be used to get the desired information from the prospect. For years the Phoenix Mutual Life Insurance Company has used this method for obtaining specific data from prospects whose names are taken from various sources. With information concerning the prospect's age, business connection, etc., the company can make a definite proposition which otherwise would be impossible. A manufacturer of oil burners for household heating has made an adaptation of this plan by supplying his local dealers with information cards to be filled out with data of prospect's present equipment, and pays the dealers ten cents apiece for all cards returned with complete information.

When acknowledging inquiries, or orders, many concerns enclose one or two extra return cards with the request that they be passed along to somebody else who may be interested. This is particularly effective in connection with a high-grade product of somewhat exclusive appeal, though it is also widely used by mail-order houses seeking catalog inquiries.

Special Offer for Limited Period

A tried and true device for speeding up the laggards, if the special offer or concession appears to be genuine and the time-limit is definite and emphatic. The phrase "for a limited period only" doesn't mean much, but a return card printed in big, red type "Good until Saturday the 25th Only" may mean a good deal. A publisher who offered a premium book with subscriptions to a forthcoming set of reference works found the ratio of inquiries increase when he changed "order before the supply is exhausted" to "we have only 550 of these books in stock. They won't last long."

Personal Appeal Letters

When used with discretion, they frequently have proved successful. "The boss says I can't get this proposition over with you by mail. Too big and important. I say I can—that you're wise enough to your own best interests to grab it quick. How about it?" One sales and advertising manager secured phenomenal results with a semi-humorous letter claiming that the big chief had threatened to fire him if he didn't get better results. Another concern makes regular use of "desperation letters," stating that the writer has absolutely exhausted his resources and is calling upon the prospect to tell him why he hasn't replied.

Dramatize the Argument

Advertising men are generally agreed that one of the outstanding successes of the past few years is the enormous sale of such outwardly commonplace books as the "Book of Etiquette," for example. Books of etiquette had been on the market for fifty years, and the only new element in the campaign was the advertising copy that made the prospect see herself in embarassing situations from which she could be rescued by knowledge of social conventions. In other words, the appeal was dramatized from the personal standpoint of the reader. This same idea applies to inquiry-getting efforts in general. Years ago when the Burroughs Adding Machine Company issued its first book showing the application of the product to the needs of retail storekeepers, the cover showed an illustration of a storekeeper working on his books at night, with the title "Why Don't You Go Home?" The

extraordinary number of inquiries for that book were largely due to the fact that it dramatized a common retail problem. In similar fashion, the Delco-Light Company dramatized the low cost of operation of its system by sending out a letter with a penny affixed in rubber cement, and the announcement that the penny would buy 200 watts of electricity. With 200 watts of electricity, the letter went on to say, the prospect could pump 235 gallons of water, or light a 20 watt lamp for 10 hours, or do a number of other things enumerated. This not only visualized the proposition to the prospect, but dramatized the appeal so that it fell within his experience.

Using the Salesmen to Get Good Names

IN theory the best names should be those secured through salesmen. As a matter of fact that is often far from being the case. All salesmen do not see a prospect through the same eyes. A man who might seem to be a first rate prospect to one salesman, might impress another as being no good at all. This difference of opinion is due to the fact that a salesman must judge a name by outward appearances and his personal impressions. If his offices are furnished in mahogany, the prospect looks like a good bet to the salesman, although the furniture might be mortgaged up to the hilt. In the same way a young, smooth-talking prospect might make a deep impression, whereas a more restrained and conservative type might impress the salesman as being a "dough head" or "a dead one" and influence his judgment accordingly.

However, this much can be said about using the salesman to get names. They are far and away the best bet, provided they are educated and assisted in the selection of the names, and provided further that the names are checked in the office after being sent in by the salesman. This is especially true when it comes to the names of executives of corporations which the salesman reports as being "the man to see." Salesmen invariably do not hit high enough in calling on big companies. That is not always their fault. Very often they are referred to a subordinate by a chief executive. Many times the subordinate talks big and convinces the salesman that he is the last word when it comes to giving him an order. It is very important that promotion matter should get to the highest executive possible, as well as the man to see. A mailing list that does not give recognition to that fact is overlooking a tremendous opportunity to carry the story into quarters which the salesman may not be reaching—to the man whose "yes" or "no" decides the order.

Moreover it is not so easy to get the wholehearted cooperation of the salesmen in routine matters. Even though you can show them that sending in names is one of the easiest ways they can increase their business, they won't do it. Why? Because the sales-

man is an active man. He visualizes his job as meeting prospective buyers face to face and getting them on the dotted line. He depreciates advertising and most forms of sales helps sent out by the office. He may not say so, but secretly he does. As a result he attaches much less importance to the value of cooperating in the building up of a mailing list for his territory than he should.

How Phoenix Mutual Get Salesmen to Send in Names

One of the companies which has been especially successful in developing a plan which gets the salesman into the picture, is the Phoenix Mutual Life Insurance Company of Hartford. Their plan, which varies in detail from time to time, is generally based on a continuous campaign. Frequent bulletins are sent out to agents reviewing the business which other salesmen have been able to write as a result of names sent to the home office and subsequently followed up. Some interesting data on this subject, will be found in the Dartnell manual "What a Salesman Should Know about Advertising." A number of cases are cited in this manual showing how it has profited salesmen to send in names.

The Baker-Vawter Company put on special contests at regular periods, the purpose of which is to get salesmen to send in the names of new prospects from their territory. It has been found that a concentrated campaign over a monthly period proves most effective. In carding names sent in by salesmen, either in connection with a special contest or from call reports, it is highly

Town..... State..... County.....
Name..... Pop..... Key.....
Street .....
Buyer..... Bank..... Rating.....
Business .....
Former or Present Dealer.....
Date of interview..... How?.....
Natural advantage of location.....
Shall we send more literature?.....
When will he buy?.....
Remarks: Signed.....
Salesman

Information Baker-Vawter Requires from Salesmen

important that salesmen give full particulars regarding the name. Otherwise a lot of deadwood is sure to accumulate. The follow-

ing form is used by one large concern for this purpose, which may prove suggestive:

In some lines it even pays to maintain a special department whose sole object is to keep new blood coming into the mailing list. A leading life insurance company, for example, maintains an "Insurance Service Bureau" for that purpose. Advertising space was used in the newspapers of various cities offering "A New Way to Make Money." Five dollars was offered for the names of friends of those answering the advertisement who were in the market for insurance.

How Filling Stations Sell Tires

A wide-awake Standard Oil man instructed his service men to take the license number of every car that drove up on which tires were worn down to a point where they would soon have to be replaced. With the aid of an automobile register he got the names and addresses of these car owners, most of whom usually lived in the neighborhood. He sent them a series of five post-cards at weekly intervals urging them to buy those soon needed tires at his station, where it had always been the aim to give him the utmost in service. The plan worked very well. To make it all the more interesting for the service men, and to make sure that they would stay on their toes and not overlook any bets, he paid the salesman a small commission on every tire sold to names which he turned in, regardless of who sold the tires.

The Addressograph Summer Contest Plan

The Addressograph Company for several years gave their leading salesmen a vacation trip and this afforded an opportunity for some intensive direct mail work. The opening gun was a mailing to the salesman, asking him to dig up his "best bets" or most likely prospects, and send in the names on special cards supplied for the purpose. The salesman had the stimulus of the great trip ahead of him, and was more than eager to cooperate.

With the lists of live prospects to work on, the company then made up a special campaign to be mailed to these names at frequent intervals during the absence of the salesmen. Six pieces of advertising went out in the two weeks of the trip. The result was that the men, upon their return, found their prospects not slipping away, but more interested than ever.

The results of this campaign were generally satisfactory. The

plan was not intended to be a great source of direct business. Its strongest feature was showing the buyer that the house and the salesmen were interested in him. It helped stave off competition and kept the territory alive. But a check-up of lists of names sent in conducted a month or two later revealed that a remarkably high percentage had been sold.

Employing Salesmen's Time Between Trips

It is often a problem to make money on salesmen while they are waiting for samples, or between trips. Sometimes this slack can be taken up by getting them to use the telephone and dig up new names for the mailing list.

Some concerns furnish switchboard operators with special blanks on which they record the name of all telephone inquiries, and turn them over to the advertising department. Telephone operators can also be employed to good advantage in securing the names of individuals to whom advertising matter is sent, or upon whom salesmen must call. One concern gives its operator a pack of cards each day (local cards only) and calls the concerns up in her spare moments.

How Salesmen Can Help in Classification of Names

One place, however, where salesmen can be used to good advantage in mailing list building is to check over lists gathered from original sources. With the development of selector types of addressing equipment, more and more sales managers are directing sales effort at specific groups of prospects, rather than using "catch all" letters. They rightfully feel that you can bag big game more easily with a rifle, than you can with a shot gun.

While there are any number of different ways of classifying a list of names, and each different business requires its peculiar means of classification, the following suggestions taken from the experience of a number of successful mail advertisers may prove suggestive to you in working out your own classification plan:

Classification by Buying Season

Where various lines of business are sold, the returns from mailing campaigns can be materially increased by timing the advertising so that it will reach the buyer when he is in the

market. A large printer, for instance, approaches printing buyers several weeks before he knows they intend issuing their annual catalog. In selling office equipment to railroads, it is well to time the campaign to hit them just prior to the ending of the fiscal year, etc.

Classification According to Salesman's Routes

There are many advantages accruing from the plan of arranging mailing lists to conform to the way a salesman works his territory. It is then possible to send out advance matter with minimum trouble. Under this plan a route book is kept, and each town given a route number. The mailing list names are filed by route number, rather than geographically. When a salesman is sent out over a given route, all the prospects and customers on that route will be found in the drawer, or drawers, bearing that number.

Classification According to Products Purchased

A great waste in mailing lists results from sending advertising matter concerning some one product to names that may not be interested in buying it. It is wasteful, for example, to send a catalog describing 100 items to a dealer who only buys ten. The Addressograph Company now make an automatic selector device which enables you to automatically select names tabbed according to products purchased, and address special literature to them concentrating on that product. Marshall Field & Company recently reclassified their lists, so that customers would be graded according to the class of goods they purchased. Different advertising is sent to the family on a small salary than is sent to one living on Sheridan Road.

Classification of Names According to Buying Power

Instead of lumping all farmers' names together, one big mail order house tabs them according to the character of products grown. Thus, all the farmers in the corn belt get a special classification tab. Cotton growers get another. Truck farms another, and so on. By keeping watch of crop reports, this concern knows just which class of farmers are most likely to buy at any time, and those names are selected for circularizing. A bond house follows the same plan, classifying names according to lines of business and circularizing such businesses as are known to be in a prosperous state at that time. Publishers find it profitable to classify advertising prospects according to the product they manufacture and the month their advertising appropriation is made up.

Vocational Classification

Within the last few years, considerable importance is being attached to sending out advertising that talks to the buyer regarding his specific needs, rather than in a general way. Fertilizer manufacturers, for instance, send the citrus grower advertising matter that shows what fertilizer will do for the citrus grower, and the cotton grower gets special arguments that hit him. The classification method employed is to give each group a number, this number being printed on the envelope at the same time it is addressed. When the mailing clerk comes to putting the enclosures in the envelope, she selects advertising matter bearing that group number from pigeon holes arranged above the gathering table.

There are many other ways of classifying names, other than those commonly used, but these will serve to show how some concerns at least are endeavoring to increase the effectiveness of their direct mail campaigns through more intensive classifying. It should be pointed out, however, that because a list is intensively classified does not mean that it has to be broken up into a number of separate lists. Both the Addressograph Company and the Elliott Company now furnish selecting devices, which make it possible to classify minutely, yet still centralize the list. (See chapter on Mailing List Maintenance.)

Forms Best Adapted to Getting Salesmen's Help

Salesmen hate to write letters. They would almost rather do anything than write reports. And you cannot entirely blame them. They are paid for selling—for getting orders—and they naturally concentrate on that objective. The other things you would like to have them do, but do not specifically pay them for doing, are chores which they will do only if it is made pleasant for them.

One plan for making it easy for the salesmen to cooperate in compiling mailing lists is to give them blanks which require the least amount of writing to fill out. The more things they can check the more likely you will be to get the blanks back.

An interesting and effective idea for doing this is supplied by Bradner Smith & Company. It consists of three slips 5½x8½, the original being pink, the duplicate yellow, and the triplicate blue, which are sent to the salesmen with the letter on following page fully explaining the plan:

NOW YOU CAN RUN YOUR OWN MAILING LIST

The pad which you receive with this is your means of adding to and correcting the mailing list of your customers.

You send in the original and duplicate and keep the triplicate until the duplicate is returned. This is your means of knowing your knowledge of the customer. Also check the two small squares at the bottom to let us know whether the customer is interested in advertising printing or uses deluxe papers.

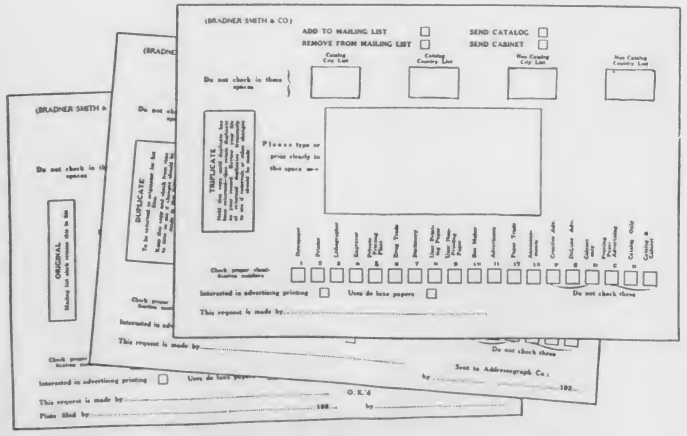
Otherwise, the form should be self-explanatory.

Use this blank for all changes whether removals or change of address or request to place on non-catalog list to receive advertising.

At the right hand side of the blank is a place where you can make notations or such explanations as may be needed.

All names now on the mailing list are being run off on these forms. Miss Levin will have a complete file of the mailing list to which you can refer whenever you wish.

(Signed) L. G. P.


(BRADNER SMITH & CO.)
ADD TO MAILING LIST
REMOVE FROM MAILING LIST
SEND CATALOG
SEND CABINET
Please type or print clearly in the space at
Interested in advertising printing
Uses de luxe papers
This request is made by
Do not check here

Mailing List Correction Form Used by Bradner Smith

Exchanging Lists with Non-Competing Salesmen

Still another plan found effective in getting good names through the salesmen is encourage your salesmen to get names from salesmen in non-competing lines. This plan has been used by the Permutit Company for some time. In fact Permutit salesmen are instructed to exchange their lists with those of other salesmen in the same territory wherever possible. For instance, a salesman selling stokers exchanges his list with a salesman selling feed-water heaters. Salesmen in other allied fields can also benefit from this exchange as well as the home office itself. This company finds, however, that its best names are those supplied by the salesmen. The salesmen are provided with small pads of mailing list forms, with room on each sheet for three names. When a salesman passes a substantial factory or hears of new construction or hears of a prospect in any way, he jots down the name and address and sends in the sheet to the factory with his regular mail.

Other sources used by this Company to get names for its large mailing list are:

Lists from Trade and Business Associations. The Government publishes a list of trade associations which may be obtained for 50 cents from the Superintendent of Documents, Washington. This publication is called "Trade Association Activities." Many of these associations will cooperate with manufacturers who are building up mailing lists.

News items in trade papers, magazines, and newspapers. An office boy at the Permutit factory clips all the notices of new factories, plant additions, etc., from current industrial and trade magazines and from trade bulletins published by the various trade associations.

Directories. These are used as the basis for the mailing list. Each new directory is checked against the lists to get all the new firms.

Lists purchased from mailing list companies. Most of these lists are selected on a basis other than that which is desirable for the manufacturer. For instance, a mailing list of firms with a certain financial rating is not as valuable in a certain case as a list based upon the horsepower of the boiler equipment used.

Telephone directories are used for checking addresses. When the directory is not available for a certain city, it frequently is possible to secure valuable help on addresses through the long-distance information bureau of the telephone company.

Mail returned with improper address is checked up in the telephone directories, Bradstreet's, or in some other directory. If the correct information cannot be secured in this way, the envelope is sent to the salesman in whose territory it belongs and he provides the correct address.

Once a year, all the lists are run off on cards which are sent to the salesmen. They check them over and frequently make valuable additions and corrections.

By working the mailing list regularly at least once a month it is kept in first-class condition and all bad addresses are promptly caught and corrected if possible. New names are added as rapidly as they can be secured, but they are never placed on the list until certain information regarding the plant and equipment is known. This permits an intelligent solicitation and eliminates at the start those firms which are not prospects.

The Permutit Company does not address direct mail advertising to individuals. All mail is sent to the company name, marked for the office held by the individual it wants to reach. For example, for a boiler plant, the chief engineer is addressed; for a textile mill, the superintendent or manager; for a steel mill, the master mechanic; for a hospital, the superintendent. This insures the mail reaching the proper individual regardless of how many changes may take place in the organization.

By continually working the above sources for mailing list names and getting proper information on each name as the opportunity arises, any concern can develop an effective list in its own particular field.

Getting Lists from Dealers and Jobbers

IT is not always easy to get the names of jobber's salesmen. Yet very often the jobber's salesman is the neck of the sales bottle. With so many things to sell, a jobber's salesman is not apt to think of your product unless you have taken the precaution to fix it firmly in his mind. It pays to circularize him from time to time.

In some cases, where the jobber himself is anxious to have his salesmen push your product, he will give a manufacturer a list of his salesmen and their home addresses. Generally, however, the jobber does not relish the idea of manufacturers "interfering" with his sales staff. Some jobbers have a definite rule against giving out lists of salesmen. Others insist that literature for salesmen be mailed to them for distribution and not sent directly to the salesman. This last plan, is not particularly satisfactory to the manufacturer because of the large amount of circular matter and bulletins which clutter up the mail of an average jobber's salesman.

When the Jobber Objects to Giving Out Names

It is not always easy to get the names of jobber's salesmen. The jobber must be given ample assurance that these names will not be misused. When the Northwestern Fruit Products Company undertook to market Applju, it offered to sign a bond which would protect the jobber against the misuse of these lists. A paper manufacturer achieved his purpose by offering to send each jobber's salesman a sales manual with the salesman's name lettered on it in gold. As the manual was educational in character, and a sincere attempt to help the paper jobber in his task of developing better salesmen, the jobbers were glad to furnish the names of salesmen. A bulletin follow-up was used to keep the manual alive after it was placed in the salesman's hands.

In the same way it is hard for a manufacturer selling entirely through jobbers to get a list of the dealers handling his line. Oftentimes the jobber's records are in such shape that he could not furnish such a list if he wanted to, yet the manufacturer,

interested as he is in making sure that his dealers are alive to the possibilities offered by his products, has a vital interest in getting such a list. One resourceful concern in New York got around this obstacle by enclosing with each case of goods a circular describing certain advertising display material that the manufacturer would send upon request. The jobbers were agreeable to the distribution of this advertising as it helped their sales, and a very large percentage of dealers eventually took advantage of the offer. While the list thus secured was not complete, it proved an especially good list for the purpose as it automatically selected those dealers who were open to suggestion and cooperation, and cost less than a nation-wide mail canvass. Later on, when the jobber started to dictate prices to the manufacturer, thinking he was dependent upon him for his market, the manufacturer gave him a rude awakening.

Compiling List of Dealers' Clerks

To get a good list of dealer clerks for educational advertising purposes is usually a bothersome problem. But, like all problems, it can be solved by mixing brains with patience. A Chicago glove importer got a very good list of clerks by getting out a "Correspondence Course in Kid Glove Salesmanship." The lessons were issued at regular intervals, which not only distributed the dose in a small number of packages, but served to keep the mailing list up to date. A blank was sent to all dealers when the course was announced, and he gladly cooperated to the extent of furnishing the clerks' names and home addresses. When a certain tailoring concern wanted to get a list of clerks for a house organ list, the salesmen were used to good advantage. It will be found more practical, however, to build such a list through the dealer than through the salesman. If the dealer is "sold" on the idea of educating the clerk from the standpoint of helping his business, he will gladly cooperate to the extent of furnishing the list and helping in other ways.

There are endless ways in which a resourceful man can get "live" names once he has set his hand to the task. It is largely a matter of trying, for, in compiling a list, as in most everything else, you can never tell what you can do until you try. Quite often a plan that looks utterly impracticable will yield surprising results.

Getting Dealers to Follow Up Satisfied Customers

On the following page you will find a letter used by a Ford dealer to get names from people to whom he has sold cars. So productive have automobile dealers, radio dealers, refrigerator dealers and others found these names that many of them now offer merchandise prizes of some kind to any customer who sends them the name of a friend, the prize to be awarded only, of course, if the prospect buys.

This plan is usually developed by the manufacturer, who furnishes the dealer with small catalogs featuring a selection of popular merchandise. These catalogs are sold to the dealer at cost. With the catalogs the dealer receives from the manufacturer a number of prospect cards, usually in books. The plan of awarding the merchandise is printed on the fly page of the catalog. Under the plan commonly used credits are given to the customer according to the amount of each sale made to any "clear" names sent in by him or her. A "clear" name is one which is not already being followed up by a salesman. An important part in the successful operation of this plan is that every name sent in by a customer should be acknowledged, and in case the name is already on the list the customer should be promptly advised so that no hard feeling will develop if the sale is made and no credit allowed.

The advantage of the merchandise award plan is that it puts a catalog containing illustrations of things everybody wants into the hands of the customer, and serves to stimulate enthusiasm more than a cash offer might do. Then besides it is distasteful to some people to make money on their friends. This feeling does not exist in the case of a merchandise gift in return for a little cooperation. The merchandise shown in the catalog is also purchased through Dartnell's prize department at wholesale prices (assuming the Dartnell catalog is used) thereby enabling the dealer to offer more in merchandise than he could in cash.

The Lowe Brothers Plan

By providing their dealer-agents with a book of self-addressed postcards, all stamped and ready to mail, Lowe Brothers Company obtain the names of people who are known to be actual prospects for their sales promotion lists. The plan eliminates

Thank you for buying your Ford car from us.

We hope everything connected with the sale and delivery of the car has been satisfactory. We try mighty hard to please our customers and for this reason we will be glad to have you bring to our attention anything which may have displeased you.

Coupled with car quality must be courteous and interested service, if your satisfaction, and ours, is to be complete. We remind you once more of the free service to which you are entitled for the next thirty days and of our desire that you avail yourself of it; your car will be the better for it and it will give better results.

Please feel free to call on us always for advice about your car. We appreciate the business you have given us and we want only an opportunity to demonstrate our appreciation.

During the course of the next few weeks you are bound to have some of your friends admire your car. We will be glad to add these names to our prospect list and will assure you in advance that your name will not be mentioned. Kindly write the names and addresses of the people whom you think might be interested in a car on the back of this letter. To show that we appreciate this favor we are reserving a souvenir for you. The names of one or more prospects will bring you this beautiful souvenir, absolutely free.

Again assuring you of our appreciation for your patronage, we hope to remain

Very truly yours,

(Signed)

Director of sales

A Letter Successfully Used in Getting Names from New Customers

dead names, reduces the expense of their sales promotion efforts, and enables them to secure results that are above the average.

This plan is one that could be used by any concern, selling through dealers or local distributors, to obtain a live list of actual prospects for their direct mail efforts. It will keep the sales promotion department supplied with new names, provide a definite check on the efficiency of local distributors, and enable the company to give their accounts unusually effective cooperation.

The book of prospect cards provided by Lowe Brothers Company, contains eighteen cards, made up in sheets of three. The cards, as shown, are perforated, and stubs provide space for the dealer to keep a record. The cards are ruled to provide space for six names. They are bound in paper covers, and are punched at the top to provide a place for hanging on the wall or counter, near the paint department.

A feature of the books is a blue insert which is in front of the last page of cards. The message on the insert, printed in large type, reads "Only three more cards remain in this book. Write for a new Paint Prospect's Book." They have found this insert an effective reminder, and report that it rarely happens their agents get out of cards.

The inside page of the front cover tells the dealer how to use the book, and the inside page of the back cover offers suggestions for advertising the paint department, under the heading, "Five Ways to Advertise Your Paint Department." The five ways suggested are:

1. Direct-Mail to paint prospects. Send names to Lowe Brothers on the cards in this book.

2. Store display. Put Lowe Brothers' handsome color displays, color cards, booklets, etc., in prominent part of store.

3. Window displays. Place in your window attractive displays furnished by Lowe Brothers.

4. Movie advertising. Use slides which Lowe Brothers furnish without charge.

5. Newspaper advertising. Use electros furnished free by Lowe Brothers.

The back cover shows the sign, in color, furnished all dealers by this company. In the message under the sign, they state that

the direct-mail pieces which the company sends to prospects will bring more customers into the store, and emphasize that the dealer should send in live names and display the Lowe Brothers' sign so that the buyers will recognize the store as an authorized Lowe Brothers dealer.

This plan of obtaining names and securing the cooperation of the local dealer is as inexpensive as it is effective. The savings that will result from the elimination of dead names and wasted effort will, in the case of many firms, more than pay the cost of the materials provided the dealers.

How Curtis Helps Dealers Compile Mailing Lists

The manufacturer who furnishes his dealers and jobbers with advertising matter which they in turn mail out directly to lists maintained by them, has a direct interest in the productivity of these lists. They are in effect just as much his lists, as if they were names sent in by the dealer to be included in a general consumer list maintained by the manufacturer. Dealers are notorious for neglecting their mailing lists. Many dealer lists contain as high as 50 per cent dead names. Obviously a manufacturer spending thousands of dollars annually for promotion matter to go to these lists, can well afford to inaugurate some systematic plan designed to keep these dealer lists up to date and of utmost effectiveness.

A company which has given this problem more than the usual thought is the Curtis Companies, in the building supply field. Curtis markets millwork through lumber dealers. The following bulletin to their dealers on the subject of mailing list names, will be of interest to all manufacturers advertising through dealers.

To Guide You in Compiling a Mailing List

The retail lumber dealer starting out to compile a mailing list should classify that list very carefully and make sure that it is a correct list to start with. A good mailing list could be classified as follows:

1. Contractors and carpenters
2. Architects
3. Investment and speculative builders

4. Home renters
5. Lot owners
6. Home owners
7. Remodeling prospects
8. Purchasing agents for industrial concerns
9. Officers of civic organizations, fraternal societies, clubs, etc.
10. Rural prospect

Any city of 25,000 population or over will provide prospects which may be classified under the divisions listed above. In the smaller community, the dealer may not have the opportunity to classify his list in this way. However, if you will consider these ten classifications and select those lists of prospects which may be developed in your territory, we believe you will have a mailing list that will help a lot to build sales for your organization.

Contractor and Carpenter List

We have listed contractors and carpenters first. Many dealers state that the contractors dominate the situation in their community. This may be true, more so in some communities than in others. The ideal situation, however, is where the dealer has the opportunity to run his own business after his own ideas and not be dependent upon contractors who may be favorable toward him now and switch to another dealer later on.

A list of contractors and carpenters should be fairly easy to develop. In a small community these are known to the dealer. In larger cities it is a very simple matter to compile from the city directory or from your telephone book a list of the contractors and builders in your community. It is always well to check up on the credit of each one before making a definite attempt to secure his business.

The material to be sent to contractors and carpenters is dependent upon the community. Plan books and monthly plan service mailing pieces, form letters, commodity stuffers, invitations to make use of the dealers display and service, financial assistance, all of these appeals may be used in soliciting the contractor and builder. Most manufacturers will be very glad to offer ideas and suggestions on following up your list of contractors and carpenters with letters and literature.

Reaching the architect is very important. To secure a list should afford you little trouble for every reliable architect is listed in either your city directory or in your telephone book.

Inasmuch as the architect is in a position to specify and recommend your products, he should not be overlooked in the sale of building materials. Plan books generally are of little interest to him, but architect's detail sheets are always welcomed and are likely to be put into practical use. Some good letters in the spring and in the fall, these selling your service and your products, should go a long way in holding the architect's interest and in developing your service as a building material merchant.

Investment and speculative builders control considerable business. In some towns there may be none of this business, but every dealer should know those individuals in his community who come under the term of investment and speculative builders. Such a list will be valuable to cultivate. Of course, personal selling is quite necessary in this field, but if you are located in a community in which there is speculative and investment building, you should maintain a list of those individuals who control that work. In following up this list, we suggest that you get in touch with those manufacturers whose products you handle for ideas.

A Good Way to Get a Renter's List

A renter's list may be compiled easily. In every organization are individuals who are familiar with a certain percentage of the population of the community. We feel safe in saying that each employee could provide at least ten names of families who live in rented homes or apartments. That would be a good start. Other names could be secured through your local water office, the light and power company, or through the tax records.

A renter's list is one which every dealer should develop. It may not pay to place every renter in your community on that list, but we would certainly work this list hard, for every renter is a potential customer for a new home. A method of compiling a list which has been worked satisfactorily by several dealers is this: Secure some college or high school student, or a reliable woman, to canvass your town. This party, or parties, would carry a regular form to be filled out. In this way it would be very easy to get a list of the majority of the renters in your community.

Lot Owners Are Good Prospects

A lot owners list is very important. Few people buy lots for purposes other than to build. It has been estimated that the average person who buys a lot does not build for at least two years. Therefore, the need and the opportunity for intensive follow-up of the lot owner.

A lot owners list might very easily be secured by watching the transfers in your newspaper, or by securing the names from a clerk in your county courthouse. It will be a simple matter to make arrangements for some clerk in the courthouse to supply you with a list of all lot purchasers, this information to contain the name and address of the party, the location of the lot, and purchase price and information as to whether or not the lot was paid for or bought on time.

There is ample material at your command to send to a list of lot owners. Plan books, monthly plan service mailing pieces, good form letters stressing your plan service and building materials, all such material will be helpful to you in interesting the lot owner. This is a very important list and should not be overlooked by any dealer.

Homeowners are constantly in the market for repair and remodeling material. A list of home owners should be circularized often with letters, stuffers, folders on storm goods, screens, flooring, cedar closet lining, paints, roofing products, and all such materials as are usually required for the upkeep and maintenance of a home.

This home owners list can be secured from various sources. It is a good idea to follow up owners of rented houses so that attention may be called to the fact that tenants demand homes which are in good repair and that it is up to the landlord to provide houses of satisfactory appearance and convenience if he expects good rent. The home owner is constantly in the market for materials of various kinds and this type of prospect can provide a dealer with a great deal of "pick up" business.

Remodeling prospects should not be overlooked. Dealers are using various methods of compiling a good remodeling list. One method is to send out a letter to contractors and carpenters asking for the names of owners of old homes in need of repair. Such a list will provide good prospects and in your letter to the

contractor and carpenter you can state that all business developed through leads will be turned over to the contractor who furnished the name. Truck drivers and outside men may be used to turn in the names of owners of old homes. Your truck drivers are constantly traveling your city streets and they have the opportunity to note houses in need of remodeling. Through inquiry they may find out the name of the owner of the house. Another method is to go over your own records previous to 1918. Any house ten or more years old presents a remodeling opportunity and should be followed up with letters and literature.

A good way to get an accurate remodeling list is through personal canvass. It would take but a short time for members of your organization to cover certain districts of your city and jot down the address of each house in need of remodeling. Then a letter might be directed to that house number, without the name, and this letter could state that you are offering a very valuable remodeling service. Have a return card enclosed, which can be filled out and returned to you, giving information as to whether or not the party who receives your letter is interested in remodeling, and, if so, just what form his work will take. Some dealers offer a small gift in the form of a household utensil as a courtesy for returning the card.

Purchasing agents for industrial concerns constitute a valuable list for the dealer located in the large city. Most concerns leave purchasing to their own agents and therefore this type of customer presents an opportunity for the sale of lumber and cement for structural work of all kinds.

Officers of civic organizations, fraternal societies, clubs, etc., very frequently purchase building materials. This list would not necessarily be a large one, unless the community were large, and this type of customer would not require intensive follow-up. Club houses are repaired, summer camps built, carnivals and festivals are put on, and all take lumber and other materials.

Rural Trade

Rural prospects are important to many dealers. With the advent of the paved road, it is very easy for the farmer to drive a distance to the nearest large town to see what is newest and best in building. Dealers who have office displays and who

operate downtown stores, can well afford to develop their rural lists, for the farmer of today is building a house of good design and is equipping it with all modern conveniences.

There is also, of course, the opportunity for the sale of materials for farm building, such as cement, roofing products, flooring, siding, shingles, wall board, insulating material, etc.

No matter what kind of mailing list you have, it is very important that it be kept correct and up to date. If revamping and revising is necessary from time to time, and undoubtedly it will be, do not put off this work. A mailing list should be checked often to determine that it is up to date and that it contains no large percentage of "dead" prospects.

The importance of a live mailing list cannot be overestimated. We believe that the various classifications of prospects outlined here will cover nearly every community.

Cadillac Plan for Developing a Mailing List

The Cadillac Motor Car Company is another company which shows dealers how to build up and maintain their mailing lists, and provides them with plans and records for using them. The plan they suggest, and the forms furnished by them to their distributors for keeping a record of their sales promotion efforts are here presented.

The results obtained from direct advertising, according to the Cadillac Company, are almost entirely dependent on the kind of mailing list that is used. If it has been carefully selected, and is kept up to date, excellent returns can be secured, this company reports, provided the promotion campaign is carefully planned to attain a given objective, and is carried out in accordance with the plan.

Manufacturers, jobbers, and retail distributors will find this plan one that can be adapted and used in their own business. The sources of good names, the way these names should be followed up, and the forms for keeping a record of the mailings, will all suggest ideas that can be used in improving and maintaining your own mailing lists, or in planning more effective sales promotion campaigns.

Manufacturers and wholesalers, who sell through dealers or local distributors and want to help them build up a productive

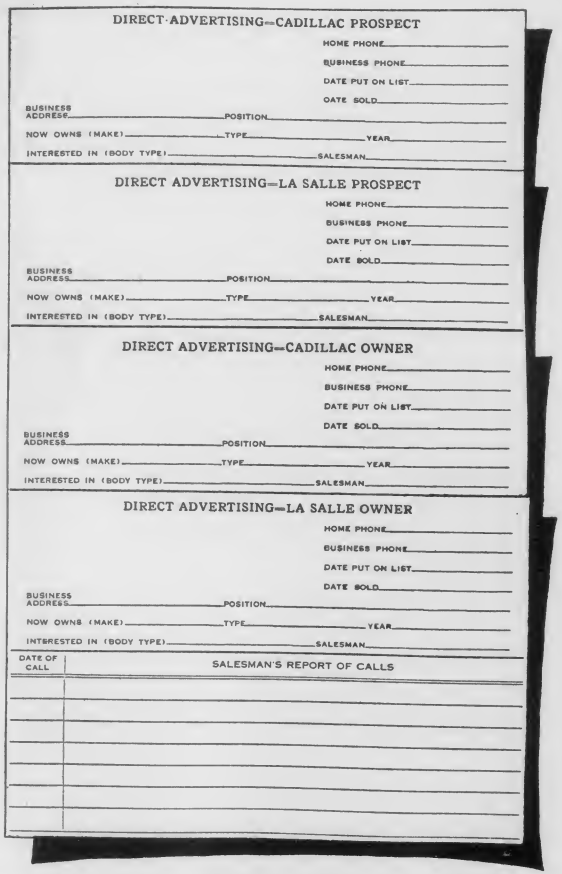
list of prospects that will keep them constantly supplied with live leads for their salesmen, will find this plan particularly valuable. In the explanation of the plan, which follows, they will find a method that can be used in educating their own distributors on how to build and maintain a mailing list, and on how to use it in order to obtain the greatest results:

Instructions to Local Managers

Direct Advertising, like all other selling efforts, is as good as the advertiser makes it, and no better. The result obtained from your Direct Advertising

Class of Names Desired	Sources of Names for Auto Dealers					
	Directories	Records	Organizations	Press Clippings	Inquiries from Advertisements	Miscellaneous
Property Owners and Taxpayers	City Telephone	City Tax List County Tax List, Registration List, Building Permits	Civic	Society News Fires Removals	Magazines Newspapers	Auto Registration, Real Estate Transfers
Professional and Business Men	City Telephone National Rating	License Secretary o State	Professional Commercial Civic Advertising Clubs	Business Changes, New Incorporations	Trade Journals Class Journals	Investigators
Farmers	Gazetteers Telephone County (Atlas)	County Secretary of State	Lodges Grange		Farm Papers	Rural Mail, Carriers, County Agents, Editors, Contests
Club and Lodge Members	Trade		Fraternal, Social and Labor Membership Lists	General Notices	Fraternal Magazines	Contests
Officers and Executives of Business Concerns	City, Nat'l Rating, Directors' Miscellaneous	Corporation	Professional Commercial Advertising Clubs	New Incorporations, Business Changes	Trade and General Magazines	Investigators Bank Cashiers
Mortgage, Bond and Stockholders		Corporation, County, City, and State				Brokers Addressing Companies
Class, Vocation and Miscellaneous	Trade, Year and Blue Books, Miscellaneous	Marriage Licenses, School Lists Tax Lists	Professional Social Labor Miscellaneous	Names of Advertisers, Fires, Births, Removals, Real Estate and Business Changes, Notices in General Relating to Your Business	Direct Advertising	Employees' Names, Addressing Companies, Salesmen's Reports, Customers, Dealers, Justices of Peace, Country Editors, Canvassing, Contests

This chart is used by the Cadillac Motor Car Company to show dealers where they can obtain names for their mailing lists. Any concern can make use of the suggestions found here in building and maintaining their own mailing lists, since the chart presents many of the principal sources that are commonly available.



DIRECT ADVERTISING—CADILLAC PROSPECT

HOME PHONE
BUSINESS PHONE
DATE PUT ON LIST
DATE SOLD
BUSINESS ADDRESS POSITION
NOW OWNS (MAKE) TYPE YEAR
INTERESTED IN (BODY TYPE) SALESMAN

DIRECT ADVERTISING—LA SALLE PROSPECT

HOME PHONE
BUSINESS PHONE
DATE PUT ON LIST
DATE SOLD
BUSINESS ADDRESS POSITION
NOW OWNS (MAKE) TYPE YEAR
INTERESTED IN (BODY TYPE) SALESMAN

DIRECT ADVERTISING—CADILLAC OWNER

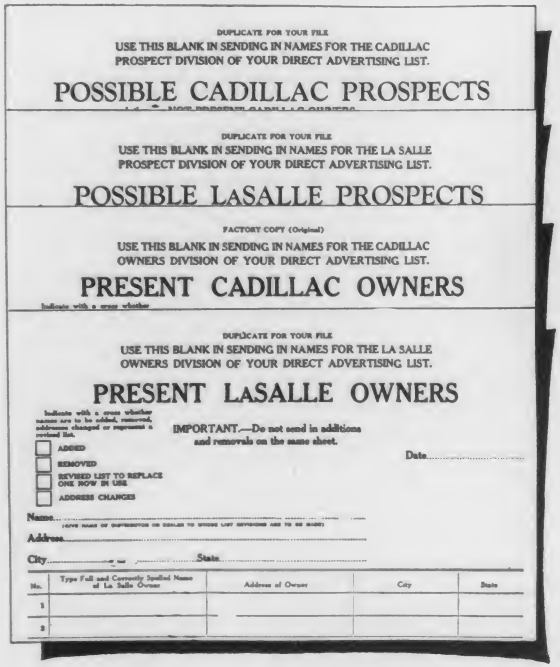
HOME PHONE
BUSINESS PHONE
DATE PUT ON LIST
DATE SOLD
BUSINESS ADDRESS POSITION
NOW OWNS (MAKE) TYPE YEAR
INTERESTED IN (BODY TYPE) SALESMAN

DIRECT ADVERTISING—LA SALLE OWNER

HOME PHONE
BUSINESS PHONE
DATE PUT ON LIST
DATE SOLD
BUSINESS ADDRESS POSITION
NOW OWNS (MAKE) TYPE YEAR
INTERESTED IN (BODY TYPE) SALESMAN

DATE OF CALL	SALESMAN'S REPORT OF CALLS

These forms are provided Cadillac and La Salle dealers to enable them to keep a careful record of their sales promotion work. They are printed on five by seven cards, and each card is a different color. It is a simple system, inexpensive to maintain, and yet adequate for its purposes.



DUPLICATE FOR YOUR FILE

USE THIS BLANK IN SENDING IN NAMES FOR THE CADILLAC PROSPECT DIVISION OF YOUR DIRECT ADVERTISING LIST.

POSSIBLE CADILLAC PROSPECTS

DUPLICATE FOR YOUR FILE

USE THIS BLANK IN SENDING IN NAMES FOR THE LA SALLE PROSPECT DIVISION OF YOUR DIRECT ADVERTISING LIST.

POSSIBLE LaSALLE PROSPECTS

FACTORY COPY (Original)

USE THIS BLANK IN SENDING IN NAMES FOR THE CADILLAC OWNERS DIVISION OF YOUR DIRECT ADVERTISING LIST.

PRESENT CADILLAC OWNERS

Indicate with a cross whether

DUPLICATE FOR YOUR FILE

USE THIS BLANK IN SENDING IN NAMES FOR THE LA SALLE OWNERS DIVISION OF YOUR DIRECT ADVERTISING LIST.

PRESENT LaSALLE OWNERS

Indicate with a cross whether names are to be added, removed, addresses changed or represent a revised list.

IMPORTANT.—Do not send in additions and removals on the same sheet.

ADDED
REMOVED
REVISED LIST TO REPLACE ONE NOW IN USE
ADDRESS CHANGES

Date.....

Name.....

Address.....

City..... State.....

No.	Type Full and Correctly Spelled Name of La Salle Owner	Address of Owner	City	State
1				
2				

These forms have been found an effective device by the manufacturer for getting dealers to report names of both prospects and owners. This not only enables the company to maintain its own mailing list, but gives it a definite check on the work of each dealer. Each form is in a distinctive color, and provides spaces for 16 names. The forms are made in duplicate, and the dealer keeps a copy for his own files.

activities are dependent, first, upon the efficiency of your mailing list. Your mailing list is one of the most important factors in your business.

Good mailing lists are not ready-made, but are the result of the careful selection of the names of all persons in your territory who are financially able to purchase the products you have to sell. A competent person should be delegated to build and check your list constantly, so that the longer the list continues to be used, the better it will become.

The nucleus of your list should be all of the Cadillac and La Salle owners in your territory plus the names of ten prospects for each car in your yearly quota.

We have furnished you with automotive registration lists covering the Cadillac and La Salle price classes and those classes immediately below. Automotive registration lists are not perfect, but they do represent the best thought on the large potential market for the sale of Cadillac and La Salle cars in your territory.

The membership lists of prominent clubs contain many good prospects. Lists of people who own fine homes, the local tax lists, officials in corporations, bankers, successful professional men, business men with good credit ratings—these are additional sources from which names of good prospects may be obtained. But this is just the beginning. Direct Advertising efficiency depends, equally, upon the vigor with which you and your salesmen work with it.

As soon as the list is established and the Direct Advertising begins to be sent out, the list should be divided among your salesmen, and a certain number of names allotted to each. Then each salesman should be required to report on so many names every week, the information thus secured being noted on the Direct Advertising follow-up cards and the list revised accordingly. Cards for this purpose are furnished by the factory.

If the prospect has just purchased some other car in the Cadillac or La Salle price class, his name should be retained on your Direct Advertising list. If the prospect purchases a Cadillac or La Salle car (he not already being a Cadillac or La Salle owner), his name should be removed from the prospect list and placed on *The Crest* list as either a Cadillac or a La Salle owner.

If the prospect intends to buy at a later date, notation to that effect should be made and his name continued on the live list to receive literature. Certainly the name of every Cadillac and La Salle owner should be kept on your mailing list at all times.

When to Remove Names

A name should not be removed from your list simply because the prospect refuses to discuss purchase. If a man has the money to buy a Cadillac or a La Salle, he is bound, sooner or later, to consider seriously the purchase of one or the other, and advertising literature is the best way to keep in touch with those men who are not at present live prospects. On the other hand it is an excellent medium with which to precede and follow up salesmen's visits. So, a good list is one that includes all of the live prospects plus all other prospects who, in your best judgment, should some day become Cadillac or La Salle owners.

Maintenance of Your List

In our records your list is divided into four distinct sections, namely, Cadillac Owners, La Salle Owners, Cadillac Prospects, and La Salle Prospects.

For every name you send in to be added to your list you will receive an index card indicating under which classification the name has been filed.

In every instance where you send in a name to be removed from your list you will receive a galley proof accompanied by a notice stating that the removal has been made.

In cases where you request that a name be transferred from one section of your list to another, you will receive a notice that the transfer has taken effect and a new index card indicating the section under which the name is then filed.

If you do not receive prompt service on revisions sent in, we want to know it. In case you have a complaint, please specify some particular instance so that we may trace it.

How to Keep in Touch with Prospects

Please carry out the following instructions when sending in revisions for your list:

1. Send in all revisions on the list forms furnished you for that purpose. An additional supply of list forms will be sent you upon request.

2. Do not send in additions and removals upon the same sheet.

3. All names and addresses should be typewritten in order to insure against the incorrect interpretation of spelling.

4. The name of the distributor or dealer to whose list the revisions are to be made should be shown at the head of each sheet.

5. You will note that list forms are furnished in four different colors, one for each section of your list. Please send all names on the correct form. This difference in color applies to all forms and helps you keep your list in order.

6. Be sure that in each instance you specify whether the names are to be added, removed, represent a revised list to replace the one we have on file, or that you want the addresses changed.

PROSPECTIVE CUSTOMER

Name .....

Address .....

City or Town ..... **State** .....

Works for ..... **as** .....

Married ..... **Children** .....

Owns home ..... **Owns automobile** .....

Belongs to these lodges and clubs .....

.....

Why do you feel this person is a desirable prospective customer?

.....

.....

Date ..... **Employee** .....

WRITE PLAINLY. FILL IN ALL SPACES WHENEVER POSSIBLE.

Form used by salespeople during contest staged by The Tully-Abbott Company to submit names of prospective customers

Keeping the mailing list alive by adding steadily to the list of prospective customers has been found to play a very important part in the success of the direct mail advertising of a number of stores. And according to several prominent authorities one of the best sources of obtaining names of desirable prospective customers—the store's own salespeople—has been overlooked or ignored by a majority of merchants.

Contest for Increasing the Store's List

By making a game among their salespeople of the listing of possible new customers, The Tully-Abbott Company through a contest almost doubled the store's list within two weeks and impressed employees with the value of the names to the establishment. The contest has also had a beneficial effect since its termination, all of the clerks continuing to turn in names to be added to the store's mailing list.

The contest was announced through a bulletin addressed to employees by the management. It was to run for two weeks. Employees were provided with special forms (see illustration) and asked to submit the names of people which they did not believe to be on the store's books or records at the time. It was expressly stated that "good names" were considered only those who because of some quality of standing, wealth, or social position might be desirable prospects to buy merchandise of the establishment.

Three prizes were awarded. The employee submitting the greatest number of "accepted" names was given a $25 certificate entitling him or her to select merchandise of that value as a reward. The employee turning in the next greatest number was presented with a $10 certificate and the one contributing the third greatest number was rewarded with a $5 certificate.

To guard against employees turning in names of no value as prospects, one of the questions included on the form was, "Why do you feel this person is a desirable prospective customer?" A number of names were thrown out because the person listed was unemployed or had no satisfactory business or family connections. Other names that were turned in were not counted including those found already on the books and present list or those previously submitted during the contest by some other employee. Each form, where declined for contest credit, was

turned back with the reason written therein to the employee who submitted it.

At a time when waste in advertising is a particularly heavy tax on business a great many retail executives may find the Tully-Abbott plan one worth considering. When the list is top-heavy with worthless names a mailing has a hard time paying out while a great waste of postage, time, and material is entailed when the list is inaccurate. The plan reviewed here is one that any merchant, regardless of line, may convert to his use. The contest will help get interest of employees although the awards may be increased, decreased, or dispensed with altogether, without seriously affecting the success of the plan. Honorable mention and a daily list of standing of contestants would probably prove almost as successful as a contest with awards included.

Clipping Bureaus and Special Sources

THERE are two essentials in choosing a name for the mailing list. You want to be sure that the man has a need for what you are selling, and the ability to pay for it. But there is still another important consideration, and one which has a very direct bearing on returns; the state of mind of the prospect.

"State of mind" sounds far removed from the realities of mailing list building, but let us suppose that we are selling insurance, for example. You can safely assume that every married man needs protection for his family. If he is working and has a steady income he can usually pay for some insurance. The trick, therefore, in building up a good list of names for life insurance is to get men who are "insurance minded" at the time you approach them. When is a man "insurance minded"? When he has just been promoted or had an increase in salary; when he has had an addition to his family; when he has received an inheritance or come into money from some unexpected source; when he has made some business move in which insurance against death or disability is important; when real estate or property which he holds has become "frozen," etc., etc.

At first thought it would seem almost impossible to get information of this kind for mailing list use. Yet it can be obtained easily and inexpensively through press clipping services. There are a number of these in the United States, Canada and Great Britain. For a small fee they send you clippings that appear in the local papers which give such information to you. This service is not expensive. The usual price is $40 for one thousand clippings. But there is a sliding scale so that if you use as many as 20,000 clippings a year they cost you only $500. With most press clipping bureaus the minimum service is one thousand clippings in a year, although the service may be tested for as little as $5.00 which entitles you to 100 clippings within a year. A partial list of some of the better known clipping bureaus will be found at the end of this chapter.

To detail the many ways that press clippings may be used to build a mailing list would exhaust our space. But a few illustra-

tions may help. One of the big Chicago packers for instance built a list of grocery buyers who came to Chicago by getting press clippings on the arrival of buyers. These names were circularized with an invitation to visit a special exhibit of soap products, and then placed on a general list and circularized at their home with the idea of having them visit the exhibit on their next trip. The clippings, of course, gave both the buyer's resident address as well as the hotel at which he was stopping in Chicago.

Press Clippings Build Up Dealer Service Lists

Another large national advertiser selling through meat markets had a problem in building up a list of dealers who were "advertising minded." This advertiser found, as so many others have found, that thousands of dollars worth of dealer helps sent to customers were never used. They accumulated in the basement and ultimately found their way into the furnace. So they employed a press clipping bureau to send them clippings of all advertisements appearing in small town newspapers where their products were mentioned. In a year a mailing list of 5,000 dealers was built up. Several thousands of dollars were saved.

Another manufacturer used press clippings to prove his dealer electrotypes paid. Of course, he asked each dealer to whom he sent free electrotypes to send him clippings of advertisements in which they were used. But dealers have a habit of forgetting to do this. So he arranged with several press clipping services, local clipping bureaus who read the small local newspapers in cities where the manufacturer had dealers, to send him clippings of all advertisements of his dealers in those districts. He then checked the ads, estimated the amount of free space that was secured in this way, and determined the value of the total space obtained during a given year. These figures proved helpful to him not only in determining how much to spend for this kind of dealer cooperation in the future, but he was able to follow up dealers who did not use the electrotypes furnished to them. Even when electrotypes are purchased from concerns specializing in manufacturing low-cost thin-shell electrotypes, they absorb a good portion of most appropriations, and it is important for an advertising manager to know that he is getting an adequate return from the investment. A by-product of the check is a good list of cooperators.

Press clippings of engagements offer excellent sources of names for those selling home furnishings. It enables them to begin their advertising effort before the marriage. Birth notices have long served as mailing lists for sellers of baby foods and similar specialties. New incorporations, while not offering a 100 per cent list of names by any means, are valuable. Real estate transfers, which very often mean that the buyer contemplates building, gives manufacturers in the building field a chance to contact his prospects before their names are broadcast in the building reports.

Trade Paper Mailing List Services

In recent years a new development in special mailing list sources has taken place. Formerly trade paper publishers refused point-blank to furnish advertisers or advertising prospects with mailing lists for their industry. Their point of view was that to do so would compete with their own advertising space. But lately trade paper publishing policies have changed. The better publications now confine their circulation effort on the twenty per cent of important buying units in their field which purchase 80 per cent of the equipment and supplies. This leaves a large "fringe" which cannot be covered through advertising in business papers. Most manufacturers prefer to spend only a small part of their appropriations to reach these small buyers. They concentrate their main efforts on the important "top" group through advertising in business publications covering it.

To provide advertisers with a means of reaching this "fringe" trade once or twice a year, publishers now sell mailing list service as well as advertising space service. Their central position enables them to properly secure and maintain lists for their industry, better than an individual manufacturer could do it. By making a reasonable charge for the use of such lists, the publishers not only maintain their own mailing lists without cost, but are able to make a profit on the list besides.

One publishing unit which has developed this mailing list service to a high degree of efficiency is the Chilton Class Journal Company of Philadelphia. Two separate list services are offered (1) the factory list service and (2) the trade list service. W. A. Kirkpatrick, assistant business manager, writes: "Almost any kind of mailing list for the automotive industry is available at

this office. Some lists are special selections from our big lists, others are special lists not included in the regular printed service. These lists include manufacturers agents, specialty distributors, battery shops, tire dealers, truck and bus fleet operators, etc."

List Service You Can Get from Business Papers

Some of the ways in which special lists obtainable from business paper publishers may be used are mentioned in Chilton promotional literature as:

1. Analyzing Your Markets. With the name and address of every desirable wholesale and trade outlet in the country, you have the material for any kind of market analysis you wish to make. You can compare your list of customers with the total names. You can take any individual state, county, or even town, and do likewise. The material is here for a breakdown of every name in the country.

2. Determining Sales Quotas. If you wish to set a sales quota for your own sales staff or any of your wholesalers in any particular section, you can do so by the use of the trade names together with car registration, population, and wealth factors obtainable in these lists.

3. Making Up Salesmen's Routes. Knowing the number and location of both wholesale and retail outlets, salesmen may be routed so that the territory may be thoroughly covered with the least travelling expense. The classification of outlets permits you to select those that should be most receptive to your sales message.

4. Reaching the Right Man. Chilton Trade List, in most cases, gives the name of the proprietor of retail and service outlets. It contains the names of the owners, buyers and managers of all wholesale concerns. Knowing these key men helps your salesmen produce more quickly and assures your mailing efforts reaching the individuals who really count.

5. Deciding Who Gets Discounts. Not only the wholesalers, but the retailers sometimes want jobber discounts. With Chilton Trade List it is easy to determine who are wholesalers and who are retailers. All outlets are classified and grouped.

6. Extending Credit. Chilton Trade List tells you the value of the stock carried by wholesalers, the size of territory they cover and number of men traveled. The size of retail and service establishments is indicated, to an extent in the retail section, by the number of departments operated and the cars or trucks handled, if any. Whenever you receive an order from a concern not rated by the usual credit sources, this information will be of assistance until you obtain definite credit information.

7. Analyzing Different Classes as Customers. If you sell through jobbers alone, you can quickly learn which classes are your best customers. Maybe those handling parts only; maybe those handling parts and accessories in combination; maybe those specializing in tools. With the information in the Wholesale List, you can quickly make this analysis. If one class is better than another—Why? Maybe you have done more work with it or perhaps you have neglected the other classes. The same analysis can be made with the retail units in case you sell direct. Perhaps the car dealer is your best customer; maybe the independent repair shop. If you know this you can make your plans accordingly.

8. Following New Companies. They should be your best prospects. Every year approximately 25,000 new concerns enter the automotive field. They must buy supplies and equipment. The time to reach them is when they are new. The New Name Bulletins—monthly supplementary service of the Chilton Trade List—report these additions. There are in the neighborhood of 2000 new prospects every month for the user of the List.

9. Dropping Concerns Out of Business. No need of wasting time and postage on the dead ones. Over 17,000 concerns passed out of the market last year. The Dropped Name Bulletins—part of the monthly service—give you the names of all such outfits disappearing as customers or prospects.

10. Circularizing. To reach all the trade with comparatively little waste, it is necessary to use Chilton Trade List. It is kept up to date with additions and corrections. No other automotive list compares with it.

11. Circularizing Selected Groups. With the Chilton Trade List it is easy. Your company can select any one of several groups for special mail work. There are many ways in which selection can be made according to state, county, population figures, vehicles handled, service rendered or supplies sold.

What Publishers Charge for Mailing List Service

The cost for mailing service, as furnished by publishers, is not as cheap as buying prepared lists from mailing list houses. But it must be borne in mind that a publisher spends a great deal of money to maintain his list, usually far more than a mailing list house could afford to spend. Changes in the Chilton list, for example, were as follows:

New Names—from January, 1929, to January, 1930	25,376
Dropped Names—from January, 1929, to January, 1930	18,461
Changes—from January, 1929, to January, 1930	49,941
Grand Total of Changes in One Year (1929)	93,778

The charge made for the Chilton trade list to advertisers in the Chilton automotive guide is $200; to non-advertisers $500.

In the drug field "Drug Topics" maintains an accurate and up-to-date list of retail druggists on addressograph stencils. This list is available to manufacturers desiring their direct by mail literature addressed to the druggists. On the entire list there are approximately 62,500 retail druggists. Of this number, 58,000 are independent retail druggists. From this entire list or from any part of it we will do addressing. In quantities of 15,000 or over the charge for addressing is only $2.50 per thousand. In lesser quantities the rate per thousand is $4.00.

The Periodical Publishing Company, Grand Rapids, publishers of the *Furniture Record* and *Furniture Manufacturer* specialize in a direct mail service for both manufacturers and retail furniture dealers. The McGraw-Hill Catalog & Directory Company, New York, is still another publishing organization which is equipped to give mailing list service. Its activities cover the electrical, radio and engineering fields. These lists include 1,731 radio wholesalers; 51,546 radio dealers and a selected list of 20,403 dealers; 1,020 electrical wholesalers; 28,097 electrical dealers of

all kinds with selected lists; 4,523 central station merchandising outlets; a complete list of central station executives; 5,375 electrified industrial plants; 8,569 coal mining operating officials; 7,942 motor bus operators, etc. The charge for addressing these lists as of February 1, 1931, are as follows:

Rates for Mailing Operations

Folding, each fold	$ .50 per M
Gathering, each piece including envelope	.50 per M
Inserting enclosures in fold of letter or circular	.50 per M
Inserting in envelopes	.50 per M
Sealing or tucking envelope flaps	.50 per M
Fastening enclosures together with wire clips	2.50 per M
Affixing postcard with seal to circular	5.00 per M
Pasting labels on envelopes	2.50 per M
Stamping	1.00 per M
Sealing with seals or stamps	1.50 per M
Sorting and tying under Section 435½ P. L. & R.	1.50 per M
Mailing	.50 per M
Handling literature of over 70 sq. in., extra per operation	.50 per M
Minimum charge for addressing and mailing	15.00 per M

Multigraphing Rates

Composition, per line	.10
Multigraphing	1.75 per M
Signing with signature plate—1st 1000	1.50 per M
Additional quantities	.50 per M
Pen signing	3.00 per M
Multigraph signature made from ink signature	4.50 per M
Typewriter fill-in to match multigraphing	8.50 per M

Typewriter Addressing

Three line addresses	6.50 per M
Each additional line	1.00 per M

Contest and Booster Club Plans

One of the most effective plans for getting live names has been developed during the last few years. It is known as the

Booster Club Plan. It operates in a number of ways, but the basic idea is to get present users of your products to furnish your dealers and distributors with names of friends whom they think are interested prospects.

The plan is to present each user with a catalog showing a range of merchandise prizes. These prizes or gifts are won by the user. When the sale is made to a name submitted by the user he is sent a credit certificate representing the number of points agreed upon. The user accumulates these certificates until he has enough to entitle him to the gift of his selection.

The success of the plan, however, depends largely upon the systematic handling of the names submitted by users. In the back of each gift book there should be cards on which the user submits his names to the dealer. Upon receipt of these names the dealer notifies the user if they are clear, so far as his records are concerned. In other words if no salesman is already working on that account. This is a very important precaution, as it protects both the dealer and the user. These cards are then used for a mailing list, as well as being turned over to the salesman.

Prizes for Mailing List Cooperation

By working out a system of paying credits which will make it well worth the users time to cooperate excellent results may be obtained through this plan at a very small cost. The gift catalogs, with imprinted covers, may be obtained inexpensively through the Dartnell Corporation, 4660 Ravenswood Avenue, Chicago, in any desired quantities. So may the other materials used in carrying out this plan. Dartnell's Merchandise Prize department carries the gifts in stock, ready for immediate shipment. They may be obtained at wholesale prices, which permits the dealer to offer greater value in merchandise than in cash. As a matter of fact cash should not be used in connection with these so-called booster club plans because they have the effect of making a user feel that he is collecting a commission from a friend. A merchandise gift, in return for the cooperation, sets far better with most people. In operation the plan really costs the manufacturer nothing, since the dealer is usually more than willing to pay for the catalogs and other material knowing that he will get the investment back many times over from the resulting orders the plan will produce. Some dealers absorb the cost.

The Booster Club Plan in Selling Insurance

On account of state laws against inducements of value to secure applications for insurance policies, insurance companies use the Booster Club plan without the gift feature. In the case of mutual companies it is usually enough of an inducement for a policyholder to help out his own company. Others give memorandum books which are technically advertising matter. "Boosting for the Banker's Life" explains that company on a card sent to all policyholders to be filled in with names of prospects, "is boosting for yourself, because the Banker's Life is purely a mutual company. More business means bigger returns for you." These cards are enclosed with premium notices and financial statements sent to policyholders. They invariably bring in a lot of good names for the mailing list.

How Life Insurance Companies Get Leads

The Northwestern National Life Insurance Company instructs its salesmen as to the following sources of mailing list names:

1. Personal friends.
2. Old policyholders, for additional insurance or for recommendation to their friends.
3. Bankers.
4. Applicants who have previously been declined by some other company.
5. List of mortgages filed, secured through the county records or through local financial papers.
6. Prospect whose age will change within the next few months.
7. Merchants from whom you buy.
8. School teachers.
9. Reports of marriages or engagements.
10. Business houses, for business and partnership insurance.
11. Buyers of new homes. Insurance to protect mortgage.
12. Newspaper articles telling of achievements of an individual.
13. College graduates entering in business or professions.
14. Prospects from the medical examiner. Sell yourself to the doctor and secure his cooperation.
15. Prospects given by new applicants.

16. Deaths—widows to insure protection of the children; other relatives and friends of the deceased.
17. Prospects secured from prominent men.
18. Prospects of employees—secured from the head of any large business concern.
19. Prospects furnished by your wife.
20. College, church, or fraternity members.
21. Trained nurses.
22. Men in the same business as someone you have just written and who know your applicant.
23. Firms in a similar business with one which has recently lost one of its members by death.
24. Employees where one of the number has recently met death.
25. Building permits.
26. Parents whose children are members of the Boy Scouts or Camp-Fire Girls.
27. Men who have recently acquired wealth.
28. Colleges and churches that need endowment.
29. Births.
30. People who have the same surname as your own.

Salesmen for The Equitable Life Assurance Society use a letter such as that shown on this sheet which is mailed to old policyholders to get live leads. A drive for business during an anniversary month or a sales contest is used as the opening wedge.

Method Used by Connecticut Mutual Life Insurance Company

Agents of the Connecticut Mutual Life Insurance Company use the birth announcements in the newspapers as a source of live leads by writing a miniature letter of greeting to the new arrival with a return card enclosed which the parent signs and mails if interested. The text of this letter is as follows:

Dear Baby:

I heard of your arrival in our city and am writing to welcome you.

I'll bet you are right at home already and that those two little wide-open eyes of yours have already taken in a lot more things than your mother and daddy dream of.

Is your daddy proud of you? He should be!—and you are just as proud of him, aren't you? Every time you look up at him in that trusting little way of yours, you're telling him that you know you can count on him, while you gurgle and chuckle all your little secrets to your mother—for he's your daddy.

But try to tell him that his responsibilities are much greater now—that you're looking to him to give you a good start in this big world that's so new to you, and the only way he can make absolutely sure of doing this, no matter what happens, is to see that he has sufficient Life Insurance.

Between us two, lots of daddies intend to be REAL daddies, and yet they overlook this. So give him a great big serious look that will say, "Don't take any chances on my future, daddy."

It would be a good idea to have daddy fill out and mail the enclosed card, and then I'll get a chance to see you, as I really would like to have the pleasure of meeting you.

Wishing you a contented babyhood and a happy and prosperous life,

Yours sincerely,

How The Peoples Life Insurance Company Teaches Salesmen to Work Up Prospect Lists

The development of live leads through mail campaigns requires first of all, a base list to which the mailings are sent, replies from this list furnishing the live leads. A plan for developing a mailing list of known income or purchasing power is outlined in the sales manual of The Peoples Life Insurance Company (Illinois) as follows:

1. A list is secured from a reliable directory or list company of individuals of specified worth or income.

2. This list is checked with the city directory and telephone book for the purpose of checking and correcting changes of address, spelling of names, initials, etc.

3. The names are then carded on 3 x 5 cards. A symbol or letter indicating the source of the name and the worth or income of the prospect, the name, residence address, occupation, and business address are recorded on these cards.

4. The cards are then checked with the city directory and the names of the wife and children, if given, are added.

5. Using the city Blue Book and club membership lists, the cards are then checked for the club, social, and fraternal connections of each name. As information is discovered which shows

the prospect to be single, the card is removed from the file if only married men and women are to be solicited. Otherwise, they are retained.

6. New names secured from the Blue Book and club lists are added to the card file, with the name of the wife and children, club affiliations, etc. In this way, names not included in the original list are secured.

7. Prospect cards for names secured and listed by the above methods are again checked with the city directory in which these names are checked with blue pencil to indicate that they are carded.

8. Additional names are then selected from the directory where the occupation shown indicates that they are active and possible buyers of insurance.

9. Supplementing the list, where possible, a list of individuals who paid taxes on a net income of a specified amount is secured. This list, of course, contains many of the names already carded. A record in code is made on these cards to show income. By checking the income tax list with the base list, new names are added which were not secured from other sources.

When completed, the base list which is secured through the above methods will show:

1. The name and address of the prospect.
2. Occupation, and business address.
3. Name of wife and children.
4. Worth or income.
5. Social and fraternal affiliations.

This list is used as the basis for a mail campaign to uncover live leads and also for assignment to salesmen. With the information contained on the cards to guide the salesman or the correspondent, it is possible to make an intelligent solicitation which arouses the prospect's interest in many cases because he is curious to know how and where the salesman secured so much information.

A number of insurance companies are using plans to enable the salesmen to get in to see a large number of people daily. Through this personal contact the salesman develops his own live leads. As example of this method is the blotter distribution plan used by the John Hancock Life Insurance Company. When not busy calling on policyholders or live leads, the John Han-

cock salesmen distribute desk and hand blotters in offices. In this way, the salesman builds up a wide personal acquaintance and secures many live leads. This company has used this method for years with success.

Another plan for keeping a healthy percentage of red corpuscles in the mailing lists is being used by the Mutual Benefit Life Insurance Company. With every premium notice a simple little folder is enclosed carrying the rather personal title: "Your Brothers and Your Brothers-in-Law."

If your brother were swept from the picture, would you feel obligated to contribute to the support of his wife and children? Not if he were adequately insured, for then there would be no money problem for his widow and children.

Or if your brother-in-law should die, would you want to support your sister and the children? Probably you would want to—and it would be a drain on your income. But if your brother-in-law owns an adequate amount of insurance, his wife and children will not have to look to you for support in case of his death.

It is of great importance to you, therefore, that your brothers and brothers-in-law be adequately insured.

Hadn't we better call their life insurance needs to their attention?

Enclose attached coupon with remittance to General Agent, or mail direct to Company's home office.

Examples of How Good Lists Were Built

Every business must solve its own mailing list problem. The important thing is to realize that there is a problem, and not to fall into the habit of thinking your mailing list is perfect. No list is perfect; and there are not over a hundred lists in the country which cannot be made more effective and productive if a little thought was spent in bettering them. There are so many ways that a resourceful business man can compile a good list; so many ways that he can get the kind of names that make the difference between two per cent and five per cent when it comes to returns. Just to show you how others have done it, I will cite a few lines of business where there is a list problem and offer a few suggestions for solving it:

Household Appliance Manufacturer

Secure the name of each purchaser of your equipment, either through salesmen's orders or, if you sell "blind" through dealers, attach a tag to the appliance which must be returned in order to

get guarantee certificate or some useful piece of literature. Card these names. Plan a series of at least three letters to each name to go out during the first six months of ownership. The first letter can be a personal note of interest from an officer of the company. It should be produced on an automatic typewriter, the number of the machine or appliance being filled-in to give it a personal touch.

The letterhead should be on number one bond, engraved. Unless the letterhead is well done it will not succeed. The second letter would follow close after the first enclosing some sort of "service" book, designed to help a user get the most out of his equipment. For example, if you are selling refrigerators, it might be a recipe book. In the letter ask permission to send the book to some of the customer's friends who might be interested in buying a refrigerator like yours. The third letter would follow and approach the customer from a different angle. It would play on the human inclination to back our own judgment. Assume that the customer has now thoroughly satisfied himself that his judgment was sound when he selected the Blank machine, and if not ask for an opportunity to make it right. Suggest to him that he has in the past three months probably shown his oil burner, or what it is, to a number of his friends who might be interested. Enclose a card so that he can jot down the names. You might add that should any of these friends purchase, you will be glad to send them a check which they can give to their favorite charity, or use in any other way they elect.

A Magazine Publisher

Determine how much you can afford to pay for three names of possible subscribers. Then prepare a little folder offering some useful premium for the names of three friends who might be interested in subscribing to the magazine. These enclosures, however, should not be sent out with the renewal bill or the renewal letter as it will cut down the percentage of renewals. The best way to use it is to send out a preliminary letter to all subscribers in advance of their expirations, signed by the editor, asking specific questions concerning the editorial contents and the advertising section. The premium folder accompanies that letter.

The letter is justified from four standpoints: (1) It shows an

interest in the subscriber before he receives a renewal bill; (2) It gives the editor information as to the relative value of different editorial features and helps him to develop a greater reader interest; (3) It provides the advertising department with excellent documentary proof of interest not only in stated editorial features but in the advertising pages; (4) It produces a steady flow of subscription prospects and provides a point of contact in getting the subscription.

A Manufacturer Selling through Jobbers

The problem here is to get the names of the dealers to whom the jobber is selling your products. Jobbers are not always keen about furnishing the names of such purchasers to a manufacturer. To get these names, or a large percentage of them, pack a dealer cooperation certificate in each package or with each shipment. Properly filled out by the dealer these certificates entitle the dealer to a window display, or a counter card, or something equally helpful to him in moving the merchandise off his shelf. If the dealer helps are well chosen, you will be surprised how many of these certificates come home. By pursuing this policy over a period of years you can build up a very valuable list of customers, which you can advertise to directly, instead of having to work through a jobber, and in case it should be necessary to sell direct in any territory you have a place to begin.

A Department Store or Specialty Shop

Here the problem is to get lists of people who are contemplating spending money for luxuries—since maintaining a general list of the worth-while people in town is comparatively easy. But the trend in department-, and even specialty-store advertising, is to departmentalize direct-mail effort. Thus the radio department could profitably use the name of a person considering buying a radio; the rug department would like to know people who are going to refurnish and buy a new oriental, etc.

If I were the advertising manager of a department store I would work through various aggressive women's organizations, especially church societies whose main activities deal with raising money. I would write to the president and make this proposition: I would provide each member with a book of blanks. On

the side of each blank would be listed items which carried a large mark-up and on which we could afford to pay a small percentage for good leads.

Let the members keep these books handy and every time any of their friends mention that they are thinking of buying an electric refrigerator, a radio, or whatever it might be, they fill out a blank card, check the proper items and mail it to the store. It is then circularized. If a sale is made the organization will be credited with the amount shown on blank. If a sale is not made the organization is charged two cents to cover the postage on the circular matter. This keeps down worthless names. At the end of the organization's fiscal year a check is sent to the treasurer for an amount equal to the money earned less the cost of the postage. Every month a list of sales with the name of the woman who had turned in the lead would be mailed to the organization to post or read. This is necessary to sustain interest in the plan.

A list such as this would be far superior to the usual list culled from telephone directories, club rosters, and similar sources, because it would have the advantage of timeliness. Furthermore, it would be a safe bet that the organization would back up the mail solicitation with word-of-mouth canvass, providing the arrangement is sufficiently attractive.

An Automobile Dealer

Every fall, just about the time car owners put alcohol in their radiators, I would buy a bunch of inexpensive hydrometers for testing the cooling mixture. I would send one of these to every car owner I had sold during the year, accompanying it with a nice letter expressing an interest in the service his car was giving him. There would be no strings tied to the hydrometer. It would be an out-and-out gift, but enclosed with the letter I would have a blank on which the car-owner could write the name of some friend who had expressed interest in his car and who could be sent literature.

This blank would be mentioned in the letter, of course, and I have an idea if the letter were tactfully written I would get at least one good lead for every hydrometer I sent out. I believe that automobile dealers are passing up one of their very best bets by not keeping in closer touch with car owners after they have sold them. In my own case I have bought three Cadillac

cars. Never in all the years that I have used them has a Cadillac dealer asked me for the names of friends who had expressed an interest in my car. Yet in this time I have directly influenced two of my friends to buy Cadillacs.

A roofer in a sizable New England town wanted more business. Sometime, of course, every roof in town would need repair or replacement—unless the house itself were torn down and a new one with a new roof erected in its place. But when? Tin roofs have been known to last a hundred years—and the durability of slate, shingle, or even tar paper, is great enough to irritate a roofer.

Obviously, the best prospects for roofing were people living in old houses, whose roofs presumably had more or less disintegrated. There was only one way to locate these houses and that was by actual observation, so the roofer was advised to drive over every street in town, noting the number of every house, the roof of which might come under suspicion. After that, the name of the owner must be obtained from the real estate records. A tedious process, but the only possible method of getting a fairly practical working list.

But here comes the sad sequel. A direct-mail campaign of presumably adequate length, was addressed to this list and nothing noticeable happened. People in that town at that time simply weren't taking any roofs—at least no more roofs than usual—and the roofer declared direct mail no good. He expected too much too soon. Advertising will not blow off shingles or make flashings leak. It merely insures that when repairs or replacements are needed, the advertiser will have the first and the best chance at the job. This year some of those thousand roofs will cease to function properly. Next year some more. Eventually every one of them will need attention. And if our roofer persists with his advertising, most of the business will come to him, because he has paved the way for profits.

A building contractor in a large Eastern city is geared up, in organization and equipment, to handle most efficiently, jobs running from $100,000 to $1,000,000. Who are his prospects? Who knows who will build, or when? But certainly big buildings are not built by paupers. Not many hundreds of men in the city will ever have a voice in the selection of a contractor on a $100,000 or $1,000,000 building. For practical purposes we may

say safely that a list of two thousand names will represent 80 per cent to 90 per cent of all the men likely to be interested in such jobs. They are large owners of property, real estate men, mortgage men, investment bankers, bank directors, architects, municipal, county and state officials.

So such a list was compiled and the contractor started two years ago on a permanent direct-mail campaign. Suppose he spends a dollar and a half a name per year for five years—$15,000. The profit on one good job will pay the cost—and more.

A house selling baby clothes wants to sell more. The only possible customers are mothers of children up to six years old. A 100 per cent list can be compiled from the birth records.

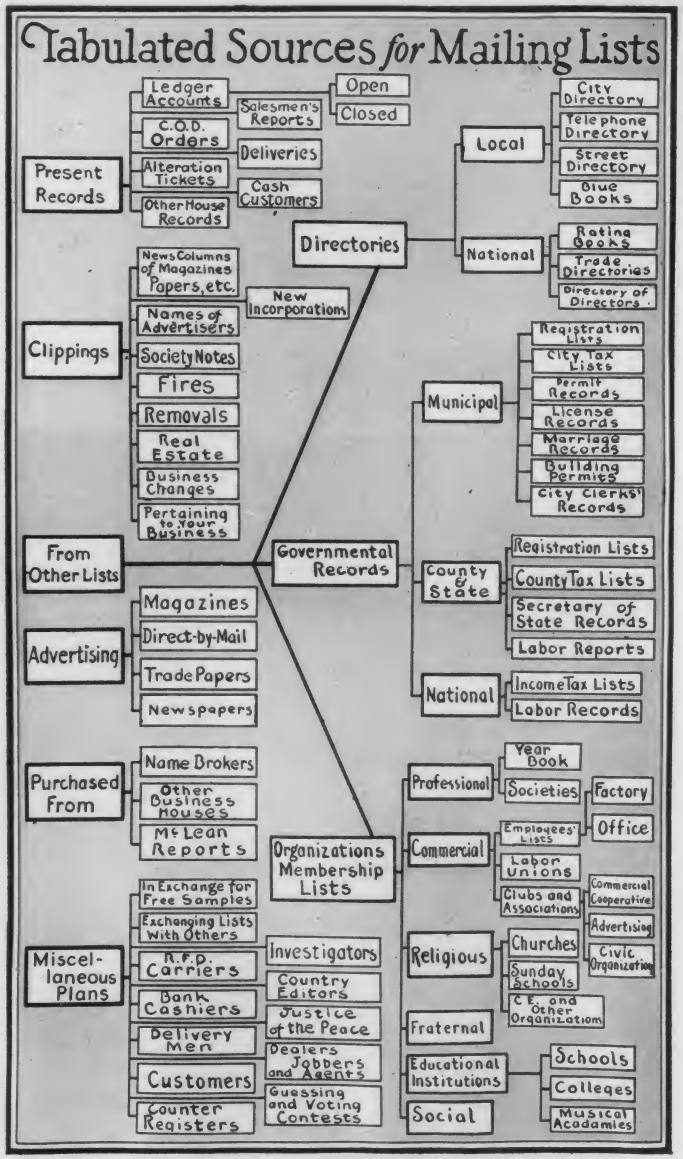
There is a way to get any sort of list anybody needs. How long it will take to get it and what it will cost, is the only question—but made use of properly, it is worth whatever it costs—if the advertiser has courage and patience, and does not demand miracles.

American Press Clipping Bureaus

ALLEN PRESS CLIPPING BUREAU, 225 Commercial, San Francisco, Calif.
ARGUS PRESS CLIPPING BUREAU, 352 Third Avenue, New York, N. Y.
BOYD SYSTEM, THE, 1518 K Street N. W., Washington, D. C.
BURRELLE'S PRESS CLIPPING BUREAU, 24 Murray Street, New York, N. Y.
CENTRAL PRESS BUREAU, Wabash Building, Pittsburgh, Pa.
CENTRAL PRESS CLIPPING SERVICE, 912 Indiana Pythian Bldg., Indianapolis, Ind.
THE CLIPPING COMPANY, 166 Mason St., Milwaukee, Wisconsin.
CONSOLIDATED PRESS CLIPPING BUREAU, 218 Fulton Street, New York, N. Y.
HEMSTREET'S PRESS CLIPPING BUREAU, 96 Warren Street, New York, N. Y.
INTER-MOUNTAIN PRESS CLIPPING BUREAU, Atlas Bldg., Salt Lake City, Utah.
INTERNATIONAL PRESS CLIPPING BUREAU, 5 Beekman Street, New York, N. Y.
LUCE'S PRESS CLIPPING BUREAU, 100 Warren Street, New York, N. Y.
NATIONAL PRESS CLIPPING BUREAU, INC., 48 West 27th Street, New York, N. Y.
PUBLIC SERVICE CLIPPING BUREAU, 230 West 19th Street, New York, N. Y.
ALBERT ROMEIKE & CO., INC., 26 Warren Street, New York, N. Y.
HENRY ROMEIKE, 220 West 19th St., New York, N. Y.
SOUTHWEST PRESS CLIPPING BUREAU, 907 Sharp Building, Kansas City, Mo.
TWENTIETH CENTURY PRESS CLIPPING BUREAU, 178 West Adams Street, Chicago.
UNITED STATES PRESS CLIPPING BUREAU, 538 South Clark Street, Chicago, Illinois.
WHISTON PRESS CLIPPING SERVICE, 125 Church Street, New York, N. Y.

British Press-Cutting Agencies

DURRANT'S PRESS CUTTINGS, 32 Holborn Viaduct, London, E. C. 1, England.
GENERAL PRESS-CUTTING ASSOCIATION, LTD., 45 Holborn Viaduct, London, E. C. 1, England.
INTERNATIONAL PRESS-CUTTING BUREAU, 51 Red Lion St., High Holborn, London, W. C. 1, England.
SMITH, W. H. AND SON, LTD., Strand House, Portugal St., London, W. C. 2, England.
WOOLGAR AND ROBERTS, 1 Dorset Buildings, Fleet Street, London, E. C. 4, England.



Mailing List Maintenance Practice

THE Chicago Post Office reports that it receives 650,000 notices of removal every year. A company which maintained a list of advertising men found that 10 per cent of the list "turned-over" each year; that in three years the list accumulated over 20 per cent dead names. Directory publishers attach so much importance to the changes in annual editions of their books that many of them will no longer sell the directory, but lease it instead. When *Printed Salesmanship* magazine was moved from Cambridge, Massachusetts, to Chicago, Illinois it took three years to get some five hundred companies who had it on their house organ list to make the necessary changes in address and ownership. Even today there is hardly a mail that does not have letters addressed to Cambridge, in spite of the fact that its address was changed in 1927!

This indifference on the part of mailing list owners to keeping lists up to date is one of the great wastes in direct advertising today. When you stop to figure that each of these dead names represents a loss to the advertiser of anywhere from 50c to $2.00 a year, the magnitude of the waste is evident. How this dead-wood affects the returns of advertising is cited by Cameron McPherson, in an article entitled: "Some Experiments in Making Letters Pull."

How Dead Names Affect Returns for Mailings

"The other day," Mr. McPherson states in this article, "we sent two letters to a list that pulled better than 18 per cent—10 per cent from the first letter, and 8 per cent from a carbon copy of that letter with a memo slip attached to it.

"Now my first impulse, being human, was immediately to pat myself on the back for having written a very successful letter—because never before have I received such a large percentage of returns from a mailing of that type, although frequently 10 per cent returns can be picked up from small lists using a specific appeal. But in this case it was a general appeal, the same letter

to 6,000 names. However, I thought before pinning any medals on myself I would make an experiment. So I sent the same letter to a list of five hundred names picked at random from a directory—and thus far the returns from these letters have not yet come up to the 1 per cent mark! Yet the same identical letter to the other list pulled 10 per cent. Why?

"It was simply a case of the list. Ordinarily in selling subscriptions for this particular publication we send it to carefully compiled mailing lists of printers who, paper houses tell us, specialize in the production of sales literature; to buyers of advertising printing; and to advertising agents and others who plan sales promotional literature. There are on these three lists approximately 18,000 names. As I have said each name was carefully picked—the names of buyers of printing for example being in the most part the customers of our printer subscribers. It is safe to say that the list included practically every important user and producer of advertising printing in the United States and Canada, as well as several foreign countries. It had yielded many hundreds of new subscribers; better than 6,000 to be exact. We thought it might be well to try to sell those companies which remained on the list through some member of the organization, other than the one we were circularizing on this general list. Thus we hoped to strike a fresh vein.

"So we wrote a letter to subscribers of the publication asking them to give us the names of ten persons whom they knew to be directly interested in profitable printing—either those who planned and sold it, those who produced it or those who used it. Seven thousand of these letters went out, and six hundred and twenty subscribers filled out and sent back the list. It is worth noting here that while we only asked for ten names we provided twelve spaces, and 70 per cent of the blanks came back with all twelve spaces filled. The remaining 30 per cent ranged from one name to twelve; and some subscribers went to the trouble of sending in many more than twelve names.

"After we had compared the lists for duplicate names, checked the remaining names against present subscribers to the magazine, we had better than six thousand names left, thus averaging about ten names from each list returned. In return for the favor we sent every subscriber who was kind enough to send us the names of their friends a memorandum book for appointments.

"Our cost of getting these names was nothing, as we sold enough books from two enclosures which went with this letter to make a profit on the letter entirely aside from the subscription revenue. Thus far the total of subscriptions sold to this list exceeds $3,500. This means a total subscription income (allowing for normal cancellations) of approximately $10,500. Figuring the cost of two mailings of 6,000 letters at ten cents complete, we thus obtain a selling cost of fifty cents for each subscription. Since the average length of a subscription is three years we get fifty cents cost to produce nine dollars worth of business—a rather gratifying selling cost when it is usual in magazine circulation work to spend the entire income from the first year's subscription to secure the business.

The Carbon Copy Follow-Up

"Now I repeat, so far as this letter is concerned it was probably no better than any one of a dozen letters which preceded it. It was produced on an automatic typewriter with one fill-in in the body of the letter. The only enclosure was an outline of the contents of the current issue of the magazine and the offer to send a booklet for prompt payment of the subscription. But this enclosure was also used in the letter which produced less than 1 per cent returns. In both cases the letter was mailed first class, on letterheads lithographed on *Certificate Letter*. In both cases a return card, detailing the subscription offer, was used. But to one list the letter pulled 1 per cent, and to the other list the letter and carbon copy follow-up pulled 18 per cent. The carbon copy follow-up was not used in the mailing to the names picked from the directory, since the test on the first letter demonstrated clearly that it was the list and not the letter that made the letter pull.

"What does this experiment prove? Simply that the majority of us do not pay enough attention to the list. We let our mailing lists go to seed. We have no systematic means for refueling the list. We don't check it for changes in firm name and we don't keep up with the changes of personnel. We use it over and over until it no longer pays and then we scrap it. An easy way to be sure. But a very costly way for the men who pay the postage bill. If we can increase the returns of a letter tenfold by the simple expedient of devoting some time and trouble to getting the list *right*, certainly any reasonable investment in the efficiency of the mailing list is money well spent."

Sterling Truck Plan for Keeping Mailing List Up to Date

Sterling Motor Truck Company, in maintaining its mailing list, consisting of approximately 100,000 prospective buyers, has succeeded in cutting returns to a minimum through the use of the forms shown here.

The list is compiled from registration lists carefully combed over by the company's branches. To this are added names sent in on form No. 1236A (Fig. 1). The entire list is classified under three sections: Class I or new truck prospects; Class II or used truck prospects; and Sterling owners. The same card is used by the branches for sending in corrections to or deductions from the mailing list.

Each of the company's salesmen makes out a daily report covering the prospects upon whom he calls, and if corrections are necessary or the name should be removed, this is noted on the report. This information is then filled in by a branch office clerk on form 1236A and sent to the factory advertising department.

When the salesman's report indicates that the prospect will soon

Potential Prospect Mailing List Card

Class I ..... ☐ **New Name** ..... ☐

Class II ..... ☐ **Correction*** ..... ☐

Sterling Owner ..... ☐ **Remove from list** ..... ☐

Transfer from Class .....

Name ..... **Branch** .....

Address ..... **Salesman** .....

City—State ..... **Vocation** .....

Trucks Owned ..... **Date** .....

*(*State Nature of Correction on Reverse Side)*

FORM 1236A-3-20-25M.-B.P.

FIG. 1

buy a truck, the clerk fills out form 1120A (Fig. 2) giving all possible information. Upon receipt of this by factory advertising department a series of follow-up personalized mailings is sent to the prospect. Mailing dates are recorded on reverse of card. When

FIRM		TERRITORY NO.	CLASS	DATE
ADDRESS		CITY		
BUYER'S NAME		PHONE NO.		
OTHER PARTIES TO SEE		CAPACITY		
IN MARKET FOR	SIZE	NATURE OF BUSINESS		
BODY EQUIPT		SIZE LOADS CARRIED		
QUOTED		SEND LITERATURE		
HAS TO TRADE		ALLOWANCE WANTED	ALLOWANCE MADE	
TERMS WANTED				
NO. OF TRUCKS NOW USING & MAKES				
OTHER MAKES CONSIDERED				
IF BUYING DONE ELSEWHERE BUYER'S NAME & ADDRESS				
REMARKS:				
BRING TO MY ATTENTION		SALESMAN		

FORM 1120A 3-20 25M B. P.

FIG. 2

Buyer Prospect Disposition

Factory Advertising Dept.:

Please transfer the following Buyer Prospect back to the Potential File for the reason indicated:

☐ **Ordered Sterling Truck**

☐ **Ordered Competitor's Truck**

☐ **Ordered Used instead of New Truck**

☐ **Decided not to buy any truck**

Name ..... **Date** .....

Address ..... **Branch** .....

City—State ..... **Salesman** .....

FORM 1120B-3 20 10M.-B. P.

FIG. 3

disposition has been made of the case, the branch clerk fills in and sends to factory form 1120B (Fig.3), on receipt of which the prospect's name is transferred to the potential file.

When names of dealers' customers are worked from the home office, these should be watched especially for dead timber. The

J. I. Case Threshing Machine Company maintains a list of about two million names of this character. This list has been corrected only by post office returns, which is the usual way for revising lists. A special campaign was put on by the advertising manager to make sure that every remaining name was "live" with the result that 400,000 out of the 2,000,000 names were taken off the list. This represented a tremendous saving when figured over a period of years. This advertising manager subsequently said: "It is my opinion that more money is wasted on worthless names than in any other single form of advertising."

The Vantine Plan

Another plan commonly used by mail-order houses is to divide lists into active and inactive divisions. The inactive group is circularized only at long periods, the active names are worked regularly. By following this plan the A. A. Vantine Company found that out of a list of 50,000 supposed live names, only 15,000 were really active. The letter used to determine this follows:

Dear Sir:

For nearly two years we have sent you our catalog, booklets, mailing pieces, etc., as soon as issued, but unless we are in error, we have not received any mail orders from you for which purpose the above are issued.

Notwithstanding, we would be pleased to continue sending our books to you, were it not for the fact that the abnormal increase in publishing them has made it necessary for us to limit the number of catalogs issued. If, however, you wish to receive a copy of our new catalog, to be issued soon, please detach self-addressed postal printed below and return to us.

As we place on our permanent mailing list only names of customers from whom we receive an order each season, we would respectfully suggest that you send us an order for some article illustrated in our circular — or any of the catalogs, booklets, folders, etc., previously sent you, and thereby insure your receiving all catalogs and other interesting literature which we shall issue from time to time.

Putting Mailing List Through a Cream Separator

The present trend toward reduced advertising budgets has made it essential for many concerns to segregate their lists into preferred and general classifications. This can easily be done by

Will You
Do Us a Favor?

This is a facsimile of your card in our files. Will you furnish us the information that will enable us to not only extend the record but to make our service of the greatest possible value to you?

Let us emphasize the sincerity of our desire to serve you and to make our business relations mutually profitable and pleasant. We have unrivaled facilities and we enjoy doing our best.

Our guaranty goes with every article we sell — and it's a guaranty as good as a government bond. It means the highest possible quality at the lowest possible price. It means that you can deal with us with the same confidence with which you deal with a bank.

Another advantage you have in dealing direct with us by mail is that you pay the actual cost of production, plus one legitimate profit. You save the expensive selling costs connected with personal salesmanship.

But, eager as we are to serve you, we cannot do our utmost without your cooperation. So we ask you to tell us frankly how the matter stands, whether you received our catalog, what your particular requirements are, in what way we can help you, etc. If you have already purchased elsewhere, we should like to know why, because such information will enable us to make our service in the future all the more valuable to our customers.

We are making it as easy as possible for you to answer. Just fill in the card form reproduced above or write your letter on the back of this sheet and return it to us.

Please — as a courtesy — let us hear from you.

Fraternally and sincerely,

Incl. DeMoulin Bros. & Co.

tabbing the address plate, to indicate whether the name is a customer, a preferred prospect, or just a prospect. One of the smartest ways to get a line on who your preferred prospects really are is to send them a facsimile of their prospect card, and ask them to tell you frankly if they wish to continue to receive your promotional matter. A letter of this kind used by DeMoulin Brothers & Company some time back is shown on the preceding page.

There are several ways of working this mailing list card idea. Some companies photostat copies of each card, and send the copy to the prospect. This is not as expensive as it may seem because the cards can be grouped and a number photographed at one time, then cut apart. Another way is to print a special letterhead with the card printed at the top. A colored tint is usually run under the card which is blank. A clerk then copies the data from the original card to the imprinted card on the letterhead. This is done in longhand, usually using green ink. In some instances, particularly where the card is about to be discarded the original card itself is attached to the letter.

The use of the card in this way is a great attention getter and in nearly every instance where this plan has been used it has produced very good results. A development of this same idea, showing its adaptable possibilities, is to print the cut of an address plate at the head of the letter, and addressograph the prospect's name and address on the illustration. It thus serves as a fill-in for personalizing the letter. The letter in this case starts out by referring to the fact that an address plate that is shown above has been in our files for three years, that twenty-five pieces of advertising have been sent to the person whose name appears on the plate but nothing has happened. The idea is to get the person to write back stating that he is not interested, or that he is interested.

An Effective Clean-Up Letter

There are of course, any number of ways that can be used to eliminate dead names. One good plan is to date each card with a small dater, showing the month and year the name went into the file. These names should be checked with the sales ledgers every year and if no interest is shown within two years, the plate should be taken out and transferred to a suspended list. But before doing so a personal letter—preferably a short Hooven letter—should

EATON, CRANE & PIKE COMPANY

Manufacturers of Fine Writing Papers

PITTSFIELD, MASSACHUSETTS

Grey Brothers,
Terre Haute, Indiana.

Dear Sirs:

It is our desire to bring up to date our records of Customers' Names, Street Addresses, Business Classifications, and other details of this nature.

Business changes are constantly occurring which are not reported to us, and we now feel the necessity of asking you for definite particulars of this kind as they apply to your account.

The enclosed post card solicits the kind of information which we would like to have you furnish at this time, and we should appreciate the courtesy of your carefully filling in the desired details and mailing the card back to us just as soon as possible.

It frequently happens that a store has a TRADE NAME different from the PROPRIETOR'S NAME. What we mean by this is that the owner of a store may conduct his business and banking under the personal name of:

JOHN T. SMITH

whereas his sign above the store door may read SMITH'S BOOK SHOP, or the CORNER BOOK STORE, or some other such local trade name.

If this condition exists in your business, please furnish both names, specifying under which name you prefer us to carry your account.

Any additional information of this general character which you may care to furnish will be extremely valuable to us in establishing our records, and your helpful cooperation will be greatly appreciated.

Yours very truly,

EATON, CRANE & PIKE COMPANY.

(Dep't of Records)

A Letter that Did a Good Job in Qualifying a Dealer List

be sent to each name to be sure that you are not killing a prospect who is on the verge of buying. Eaton, Crane & Pike, who use this plan, find that by mailing out the letter here reproduced and the stamped, addressed return card about once a year, they can keep their mailing list free of names that are no longer prospective customers. In addition mistakes growing out of wrong trade names, inaccurate addresses, and other misinformation are largely eliminated. This results in less delay in handling their sales records and fewer misunderstandings with their trade.

Every sales manager has the problem of keeping his mailing list alive. While the letter and return card, here presented, may not be adapted to the needs of a particular business, they do suggest a method for keeping a mailing list up to date, and contain ideas that can be used in increasing the efficiency of your own plan.

DEALER NAME.....

TRADE NAME *(If different)*.....

STREET ADDRESS.....

CITY..... COUNTY.....

STATE ..... ACCOUNT NO.....

Leave this space blank

BUSINESS CLASSIFICATION .....

Mention principal classes of goods sold which give your store or business its recognized identity in your city or town

ADDITIONAL REMARKS.....

.....

Please write plainly so that details furnished will be correctly recorded

This card is enclosed with the letter on the front page. It is printed on regular stock, and is 3½ by 5½ inches in size. This size is used so that the cards will fit into the regular mailing list files. The card is self-addressed and stamped.

Other Ways of Checking Lists

The most important thing in maintaining a mailing list properly is to centralize responsibility in one person. It need not be a full time job, but it must be somebody's job to see that the list is free from deadwood. While this costs money, investigation shows that the cost of keeping poor names in the mailing list is a considerable greater expense than the actual cost of checking. For this reason, if for no other, mailing lists should be checked

periodically to weed out undesirable names. Below is a tabulation of methods used by representative concerns in checking lists:

1. Butler Bros., Chicago, check the ratings of all retailers on their lists at specified intervals. Dun's and Bradstreet's are used in this work. Only retailers whose ratings are maintained may remain on the list.

2. The Addressograph Company divides lists by territories and sends each section to the salesman covering that territory. The salesman goes over his portion of the list and makes necessary changes. As the salesman sends in many of the names on these lists, he readily recognizes needed alterations.

3. A manufacturer of ladies' wearing apparel sets a definite time limit after the last order, following which names are dropped from the mailing list. This keeps list down to only live names.

4. Many concerns subscribe to a clipping service which promptly informs them of any specified class or classes of concerns which go out of business, burn out, are newly incorporated, consolidations, enlarging line, change of name, etc. For example, Hibbard, Spencer, Bartlett & Co., receives such a service for checking mailing lists, from the Commercial Service Bureau, Milwaukee, Wis.

5. A manufacturer of machinery and supplies always precedes every important direct advertising campaign with a letter sent under first class postage, the post office returns on which tell them the names to be removed from list.

6. Every year or so an office device manufacturer writes a letter frankly telling those who have not responded the actual cost of keeping his name on the mailing list, asking recipient to please reply if he desires to be kept on the list.

7. A physician's supply house periodically lists the names in each town and sends them to the postmaster for checking and correcting. (This applies only to communities of a reasonable size.) In large cities postmasters were paid at the rate of forty cents per hour for doing this work. It is provided in the postal regulations that this work be done, no charge being made if time is available, and a minimum charge of 35 cents being assessed otherwise. Work of this kind made the average cost of checking lists about ¾ of a cent per name.

8. Another concern in order to eliminate the uninterested as well as the "moved" or "deceased" names, lists them by territory and asks their dealers or jobbers to make such corrections as may be necessary and to add new names as well. This plan has a selling as well as an efficiency advantage as it keeps before the dealers the fact that a manufacturer is spending considerable money to advertise in his territory. While all dealers will not

Dear Sir:

Right now you are probably making plans for going after prospective customers intensively -- those people you think you should do business with -- same way with us.

You are on our mailing list and considered a logical prospect for our publications, so in regard to going after prospective customers, it is a common problem with both of us, isn't it?

Without veiling our purpose, we expect to hammer away, but it occurred to me you'd probably prefer seeing a copy of our magazine and deciding for yourself now whether you would like to receive it regularly.

But I'm not going to burden you with a lot of flowery descriptive matter, because in seeing a magazine that thousands of big executives appreciate on account of its brass-tack character, I'll rely on your own judgment as to its value.

If you tell us after you have received the first copy that you don't want it, there will be no charge. You will probably agree this is the most satisfactory way. We will be glad to enter your subscription on this basis. A blank forming part of the enclosed leaflet is for your convenience.

Very truly yours,

P. S. We are planning on a number of interesting announcements for sales executives. Will appreciate having you tell us if you want to be placed on mailing list, using the postcard enclosed.

This Letter Weeded a Bunch of Dead Ones Out of a Publisher's List

do this, and others will fail to return the lists, a sufficient percentage will send them back to make the plan worth while.

9. Another plan commonly used by mail order houses is to divide lists into active and inactive divisions. The inactive group is circularized only at long periods, and active names are worked regularly. By following this plan the A. A. Vantine Company found that out of a list of 50,000 supposed live names, only 15,000 were really active.

10. A publisher using many subsidiary lists which are eventually made a part of a large general list, drops inactive names from the main list each year through the use of a letter having a selling slant. An example of this letter is shown on the facing page:

To Reach R. F. D. Buyers When No Mailing List Is Available

Although the majority of our readers are already familiar with the Postal Regulation which permits mailing circular letters and sales literature to box holders on rural routes without the name of the addressee, a method for handling these mailings with a minimum of trouble and expense is reported, which will be of interest and value to those who use direct mail to sell to the farm market. The subscriber who uses this method writes that the Post Office clerks and officials recommend this plan highly.

Under the Postal Regulation, it is necessary to secure a list of the routes and route numbers and the number of boxes on each route for bulk mailings to R. F. D. box holders. The following letter is used as the first step in this plan, for securing this information. It is addressed to the postmaster in each town and is accompanied by a self-addressed, stamped envelope.

Dear Sir:

Will you kindly do us a favor by giving us, at the bottom of this sheet, the numbers of the rural routes running out of your office, and also, if possible, number of boxes occupied during the winter on each of these routes?

This request is in accordance with a ruling by the Post Office Department at Washington.

We enclose a stamped, addressed envelope and shall appreciate your honoring this request at an early date.

Very truly yours,

The Postmaster gives the information requested on the bottom of this letter and returns it to the writer. By calling attention to the fact that the request is in accordance with Postal Regulations, any objection from the Postmaster due to ignorance of department rulings is forestalled.

When the list is received at the home office, the envelopes are addressed mechanically by means of the Addressograph, Multigraph, or other form of printing or addressing device. A typical address is as follows:

Box Holder
Route No. 6,
Woodstock, Illinois.

A sufficient number of envelopes for each route number is printed without changing the address, then a change is made and another lot is printed for the next route number and post office. It is reported that an experienced Multigraph operator, for instance, can address approximately 15,000 envelopes in 8 hours, whereas hand addressing to individual names cost on an average about $4.00 per thousand.

The mail is sorted and tied into bundles, one for each route, after addressing and inserting. Each bundle is identified by means of a printed slip as shown below. The coupon on the end of this slip is detached before mailing and is used as a record of the date of mailing, number of pieces, postage cost, etc.

No......	**No.**.....
For Distribution to Box Holders	**Route**
	P. O.
Route.....	**State**
P. O......	**Section**
	Quantity
Mailed..... **State**.....	**Addressed**
Number of Bundles for Route.....	**Mailed**

This form is used to identify bundles of mail for each rural route for each Post Office. The coupon at the right end is detached for office record and is numbered to correspond with the portion attached to the bundle which goes to the Post Office.

Getting the Most Out of a Mailing List

THE value of a mailing list to a business is in direct proportion to the way it is kept up *and used*. We all know individuals who have a great idea for making money. If they got busy and put the idea into operation they might make thousands of dollars. But somehow they never seem to get that far. They are content to tell others about the big idea they have, and look confidently ahead to the time when they will be millionaires. The best idea in the world is not worth the thought it has received unless it is *put to work*. And that holds true with mailing lists.

The only way that you can make a mailing list profitable is to use it. If it is a good list—one that produces profitable results—the more you use it the more money you are going to make from it. Now, I know that this sounds elementary in a book of this kind. But the facts are that thousands of business concerns have millions of dollars invested in mailing lists which are only half-used. The reason they are only half-used is because of the physical difficulty of using them. You cannot get the full benefit from the investment you have in open lists until you provide the facilities for handling them easily and quickly. That means, until you have installed a modern addressing system.

Types of Mechanical Equipment

There are two systems in general use for the mechanical writing of names in offices. Both systems are based on the card index principle. One uses the paper stencil; the other uses the embossed metal plate. The paper stencil is popular where the list is large and first cost is an important consideration. But when the list is to be used frequently, and particularly where frequent changes are to be made, the embossed metal plate systems have advantages.

The early paper stencil addressing systems used a perforated pin-hole stencil. But with the perfection of the so-called dermotype paper such as is used on the mimeograph, the pin-point stencil has fallen into disuse for advertising purposes. The new type of stencils is quickly and inexpensively cut on a typewriter.

Any typist can cut them. They can be filed in a compact space, are light and easy to handle. They give a satisfactory imprint on an envelope, comparable to the highest type of mimeograph work. Early objections to the use of this equipment, due to the difficulty of reading stencils in the file and the absence of selection tabs and devices have been overcome in recent years. In fact, special stencils are now available which permit of record being kept on the stencil itself. The principal objection to paper stencils in actual use is that they become broken easily, do not lend themselves so well to corrections, and are not as quickly located in the file as metal card index plates.

In the metal address plate systems used for advertising purposes (we exclude publisher's equipment in making this comparison) there are two to be considered. The best all around system is what is generally called the "three piece plate." This type of plate carries the embossed printing plate below, and a proof of the imprint on a card which is inserted into the frame. For large lists, where first cost is a problem there is a metal one piece plate, which carries no card. As in the case of the paper stencil system, the one piece plate cannot be reused. It is possible to make minor changes by blocking out a line or a number, and reembossing the plate. But there is a limit to the number of times one character can be imprinted over another. When a major change needs to be made, the entire plate must be discarded and a new one embossed. On the other hand with the three piece address plate, the strip of metal on which the name is embossed is changed, leaving the frame intact to be used over and over.

The Selection of Names from Large Lists

Another advantage of the three piece metal plate is that it has pockets into which tabs can be inserted at various positions. A variety of split tabs, colored tabs, signal tabs and similar devices makes it possible to combine all mailing lists into one central list, yet names of special classifications, can easily be selected automatically as they pass through the addressing machine and print.

An interesting example of the flexibility of this system is to be found in the follow-up system used by the Addressograph-Multigraph Company of Cleveland, which manufactures a large line of addressing equipment. In the Addressograph division of this company a mailing list of 350,000 names is maintained. This

list is worked systematically every twenty-eight days under normal conditions.

Contrary to usual practice, this company does not depend upon the salesmen to furnish names for the mailing list. This system was tried for four years, but it was found that the number of potential users was far greater than the number of names turned in by the salesmen. Therefore, the list is now made up by selecting the names of buyers in the lines of business to be worked and the salesmen are trained to spend the greater share of their time in working the prospects thus selected for them instead of attempting to work up their own leads.

How the Mailing List Is Divided Geographically

One of the first steps after the establishment of the sales promotion department in this company was to determine what classes of buyers were the easiest prospects. Analysis of previous sales showed that the cream of the market lay in eight classifications or lines of business. The various steps followed in determining the number of names to be circularized, the apportionment of names in each territory, etc., are as follows:

1. An actual count revealed 1,000,000 offices in North America large enough to use one of the 20 different sizes of Addressographs. It was decided to circularize 250,000 of the highest rated of these offices.

2. An analysis of several years sales records showed that certain major lines of business yielded 85 per cent of the business. This determined what KIND of prospects would be most advisable to concentrate on.

3. By specifying only the best rated concerns in these certain lines of business, the company is circularizing prospects who not only can use the Addressograph, but also pay for it.

4. An annual "machine quota" is assigned to towns over 2,000 population. This quota is based upon number of business enterprises in each town, a certain definite percentage of the total count being taken as the logical number of machines that should be sold each year.

5. Extensive mailing tests proved that it pays to circularize 15 prospects for every machine required by quota. Machine quota times 15 determined number of prospects to circularize in each town.

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ANALYSIS OF ADDRESSOGRAPH PROSPECT LISTS — Territory PEORIA — State ILLINOIS — Page No.

1. No *M'f'rs* Rated Less than D ($35,000)
2. No *Whol.* Rated Less than E ($20,000)
3. No *Retail* Rated Less than E ($10,000)
4. All *Public Utilities.*
5. All *Investment Houses.*
6. All *Publications.*
7. Following *Lodges* in Towns of 10,000 or More Pop.—Masonic, Elks, Moose, K. C.—Also *Clubs*, Societies and Civic Organizations.
8. *Protestant Churches* in Towns of 5,000 or More Population.
20. *Catholic Churches* in Towns of 5,000 or More Population.
9. All *Local Insurance Agents* in Towns of 25,000 or More Pop.
10. All *Creameries and Dairies* Operating Refrigeration Plants.
21. All *Movie Theaters* in Towns of 25,000 or More Population.
11. No *Banks* Having Less than $175,000 Deposits.

Population In Thousands	Town	Annual Machine Quota	Number of Users	Names Called and Reported	Total Plates for This Town	TOTAL NAMES FOR EACH TOWN TO BE DISTRIBUTED AS FOLLOWS: 1. M'f'rs	2. Whol.	3. Retail	4. Pub. Util.	5. Invest. Houses	6. Publish.	7. Lodges & Clubs	8. Protest. Churches	20. Catholic Churches	9. Local Ins. Agents	10. Cream. eries & Dairies	21. Movie Theatres	11. Banks
14M	Mattoon	3	12		45	9	6	12	3	3	1	2	4	2	0	1	0	3
4M	Mendota	2	4		18	2	1	11	2	0	0	0	0	0	0	0	0	2
2M	Minonk	1	0		11	0	0	8	2	0	0	0	0	0	0	0	0	1
2M	Momence	1	0		12	1	0	7	1	0	0	0	0	0	0	1	0	3
8M	Monmouth	2	8		30	7	5	12	0	0	0	2	0	0	0	0	0	4
2M	Monticello	1	2		9	0	0	6	1	0	0	0	0	0	0	0	0	2
5M	Morris	2	1		30	3	1	18	1	0	0	3	0	0	0	0	0	4
3M	Morrison	1	5		15	2	0	9	1	0	0	0	0	0	0	0	0	3
4M	Mount Olive	1	0		9	1	0	5	1	0	0	0	0	0	0	1	0	2
2M	Newton	1	0		12	1	0	5	2	0	0	0	0	0	0	1	0	4
4M	Nokomis	1	1		7	0	0	5	0	0	0	0	0	0	0	1	0	2

The quota for each territory, number of users, and the classification of lines of business to be included in the prospect list are shown on this sheet. After years of experience in checking returns, the company has increased its allowance per machine from 10 to 15 names. With the total number permitted for each territory, the names are selected from the classifications shown at the top of the sheet. This prevents getting all the names in any one line of business and insures an even spread in the promotion work. This sheet is used as the guide for preparing the mailing lists. Towns of less than 2,000 population are not included, since the number of prospects in these towns is usually too small to permit working them profitably.

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Addressograph
TRADE MARK
PRINTS FROM TYPE
The Card Index that Addresses Itself on All Forms Thru a Ribbon
901 W VAN BUREN ST CHICAGO, ILLINOIS
FACTORIES CHICAGO - BROOKLYN - LONDON
CABLE ADDRESSO

Yesterday we had the pleasure of sending you the literature and information you asked for.

But your inquiry could not be COMPLETELY answered because we didn't know enough about YOUR particular needs. We might tell you what Addressograph has done for others, but YOU want to know how it will earn dividends for YOU. That's just what we want to explain.

This letter -- filled in with the Ribbon-Print Addressograph -- is to urge you to supply the needed information. Then we can tell you more specifically just what the Addressograph will do for YOU, and how little it will cost you to install.

This information form is provided for your convenience. There is no obligation whatever.

Cordially yours,
ADDRESSOGRAPH CO.

This follow-up letter in answer to inquiries is mailed 24 hours after Letter No. 1, which is mailed the same day the inquiry is received. Letter No. 1 is personally dictated and typed in order to answer specific questions raised by the inquiry. From this point on, regular form letters are used as shown.

Addressograph
TRADE MARK
PRINTS FROM TYPE
The Card Index that Addresses Itself on All Forms Thru a Ribbon
901 W VAN BUREN ST CHICAGO, ILLINOIS
FACTORIES CHICAGO - BROOKLYN - LONDON
CABLE ADDRESSO

A FEW DAYS AGO YOU ASKED
how an Addressograph could help you. We answered same day your letter arrived -- and enclosed latest catalog.

DID THIS REACH YOU?
Did it give you the information wanted?

TO SEE HOW LITTLE
you need to invest to enjoy Addressograph advantages -- just fill out this questionnaire. We'll quote exactly for YOUR needs. This won't obligate you.

Cordially yours,

ADDRESSOGRAPH CO.

This letter is mailed seven days after Letter No. 2. It is a four-page letter, of which the inside pages are devoted to a questionnaire asking how the buyer wants to use the machine, the kind of power required, etc. When filled out, the questionnaire serves as the basis for follow-up by personal letters entirely.

6. The apportioning of prospects among the different lines of business is based upon the comparative number of sales yielded by each in the past.

These specifications insure circularizing all territories on the same basis. No town is over-circularized or under-circularized for the amount of business it should produce annually.

Source of Names for Mailing List

The Addressograph Company purchases its lists from concerns specializing in the preparation of lists. When the new list in any line of business is received, it is checked against the user file to remove the names of present users which are kept in a separate file and followed up independently as explained later. The names are then embossed on addressing plates, after which two sets of proof cards are run off for the branch offices. One set is printed on yellow cards and is filed geographically in the branch office. The second set is printed on manila cards and is distributed to the salesmen by the branch manager according to their territories.

The salesmen check these cards for correct spelling of names, and addresses, and return all incorrect cards with the corrections indicated on them. The corrections are made and new cards are returned to the branch. The same applies to names which the salesman or branch manager has called on and has found that the individual or company is not actually a prospect. These are reported and removed from the files. The salesman, however, is required to give at least a 10-word reason for removing them.

Once or twice a year the list is checked by the listing company against all the latest sources of information and new names that are uncovered are added. New business classifications are added as inquiries from national advertising and reports from salesmen show a growing demand in lines of business not already being worked.

The salesmen arrange their proof cards according to the location of the buyer, grouping all those in certain buildings or on certain streets or neighborhoods together so that the least possible time will be lost in getting from one buyer to the next. This card list constitutes the active market which the salesman gives his first attention.

The names on the prospect list receive one mailing per month similar to the samples shown here. These mailings are vocational

in character, being designed to cover the use of the product in the 21 classifications in which the list is divided. For instance, all the banks on the list receive a mailing explaining the use of the Addressograph in banks; retail stores receive a solicitation based on the use of the product in this line of business.

Each of the mailings contains a return card which the buyer is requested to fill out for more information. Other inquiries are received from the publication advertising. The system for handling these inquiries and the necessary follow-up are as follows:

How Inquiries Are Handled

When the inquiry is received, an addressing plate is made up and three cards are imprinted with this plate. One of these cards is sent to the branch office in whose territory the inquiry originated and is used for the office file. Another card is sent for the salesman in the branch office handling the particular section of the territory where the buyer is located, to be used in his tickler file. The third card for salesman's use is attached to the original inquiry and a carbon copy of the reply from the home office. This gives the salesman the information he needs in making a follow-up call on the interested prospect.

Obviously, the best time to follow-up these potential buyers is as soon as possible after the inquiry is received. This is done at the home office by answering the inquiry with a personally typed letter the same day it is received and following up with a second letter within 24 hours. Personal follow-up is conducted by the salesman in the field by a personal call which must be made promptly or else a penalty applies as follows:

1. The salesman loses $5.00, or the approximate value of an inquiry from his commission account:

a. If within 10 days from receipt of the inquiry card, he has not signed and returned it as acknowledgment of his receipt of the inquiry.

b. If he does not submit a complete and satisfactory call report on the prospect within thirty days.

c. He must also continue to call on the prospect at least once every 30 days for the following three months, unless his first report shows the prospect N. G., in which case he forfeits all rights to sell that buyer in the future.

Follow-Up Schedule

The follow-up program carried out by the factory on all inquiries is as follows:

1. Personally typed letter, personally dictated in all cases where special information is requested, mailed the same day the inquiry is received.
2. Mailing card No. 1, the first of a series of 13, mailed by first class mail at intervals of 48 hours, is also mailed the same day the inquiry is received.
3. First follow-up letter is mailed 24 hours after the first letter acknowledging the inquiry.
4. Second follow-up letter seven days later.
5. Third follow-up letter seven days after the second.
6. Fourth follow-up letter seven days after the third.
7. Fifth follow-up letter seven days after the fourth.

This program extends over a period of 30 days, at the end of which time the address plate is removed and placed in the general inquiry file for future follow-up at 30-day intervals.

The address plates are tabbed to show the date of inquiry by means of metal, colored signal-tabs. The tabbing system used is illustrated on an accompanying chart. The application of this system in handling the detailed follow-up is shown in another chart, illustrating how the addressing required for maintaining the complete follow-up system is handled weekly. This avoids confusion and duplication of work. Similar tabbing and color systems can be adapted to any type of follow-up card system, using the chart as a guide.

Equipment Required for Filing Lists

In the Addressograph system, the lists are kept on address plates on which the names and addresses are embossed, with a printed proof inserted in a space provided for that purpose. In other systems the names are recorded on standard file cards, usually 3 x 5 or 5 x 8 inches in size. The tops of the address plates or file cards are marked off in squares for attaching the colored signals in the proper spaces indicated by the tabbing chart. The system shown here uses 24 of these squares on each plate or card. However, this can be varied to suit the individual requirements.

Standard filing equipment consists of steel or wood drawers either 3 x 5 or 5 x 8 inches in size. These drawers are arranged either in alphabetical or geographic order by territories. One set is used for the prospect list to receive the monthly mailings, which are vocational in character. Another set is used for the inquiry list which receives the systematic 30-day follow-up which is of a general nature designed to sell the particular features and advantages of the product. Another set is used for the inquiry file consisting of the inquiries that have received the intensive follow-up but have not as yet been closed. These receive a regular monthly follow-up. A fourth set contains the users file which is followed up monthly for sales of new equipment and supplemental material.

Organization of Addressograph Sales Promotion Department

The organization of the department includes:

1. The sales promotion manager, in charge.
2. Operators who list the names of prospects on prospect cards or plates. These also list the names of inquiries on inquiry cards or plates, the names of users on user cards or plates, etc.
3. Addressing operators who address the various mailings to each group in accordance with the selector chart.
4. Mailing clerks who sort the addressed mail according to each list, and arrange the mailings so that they go out on the proper dates and in the correct order.

When a prospect who has sent in an inquiry replies to the follow-up with specific questions, the plate or card is removed at once from the follow-up file and the answer is personally dictated and a personal follow-up is conducted from this point onward. If a sale is made by mail or is reported by the salesman, the name is also removed, and is transferred to the user file at once.

Reaching Buyers with Specialized Appeals

Since the returns from direct-mail advertising depend on you being able to show the application of a product or service to a man's problems, it is of decided advantage to break down a mailing list into as many classifications as possible. A fertilizer manufacturer, for instance, can get better results by talking to a group of orange growers about the value of fertilizer in orange

Tabbing Chart

	Date of Inquiry	Position of Month Tab	Position of Period Tab	Color of Tab
Jan.	1 2 3 4 5 6 7	1	24	Red
	8 9 10 11 12 13 14 15	1	12	Yellow
	16 17 18 19 20 21 22 23	1	23	Green
	24 25 26 27 28 29 30 31	1	11	Pink
Feb.	1 2 3 4 5 6 7	13	24	White
	8 9 10 11 12 13 14 15	13	12	Blue
	16 17 18 19 20 21 22 23	13	23	Red
	24 25 26 27 28	13	11	Yellow
Mar.	1 2 3 4 5 6 7	2	24	Green
	8 9 10 11 12 13 14 15	2	12	Pink
	16 17 18 19 20 21 22 23	2	23	White
	24 25 26 27 28 29 30 31	2	11	Blue
Apr.	1 2 3 4 5 6 7	14	24	Red
	8 9 10 11 12 13 14 15	14	12	Yellow
	16 17 18 19 20 21 22 23	14	23	Green
	24 25 26 27 28 29 30	14	11	Pink
May	1 2 3 4 5 6 7	3	24	White
	8 9 10 11 12 13 14 15	3	12	Blue
	16 17 18 19 20 21 22 23	3	23	Red
	24 25 26 27 28 29 30 31	3	11	Yellow
June	1 2 3 4 5 6 7	15	24	Green
	8 9 10 11 12 13 14 15	15	12	Pink
	16 17 18 19 20 21 22 23	15	23	White
	24 25 26 27 28 29 30	15	11	Blue
July	1 2 3 4 5 6 7	4	24	Red
	8 9 10 11 12 13 14 15	4	12	Yellow
	16 17 18 19 20 21 22 23	4	23	Green
	24 25 26 27 28 29 30 31	4	11	Pink
Aug.	1 2 3 4 5 6 7	16	24	White
	8 9 10 11 12 13 14 15	16	12	Blue
	16 17 18 19 20 21 22 23	16	23	Red
	24 25 26 27 28 29 30 31	16	11	Yellow
Sept.	1 2 3 4 5 6 7	5	24	Green
	8 9 10 11 12 13 14 15	5	12	Pink
	16 17 18 19 20 21 22 23	5	23	White
	24 25 26 27 28 29 30	5	11	Blue
Oct.	1 2 3 4 5 6 7	17	24	Red
	8 9 10 11 12 13 14 15	17	12	Yellow
	16 17 18 19 20 21 22 23	17	23	Green
	24 25 26 27 28 29 30 31	17	11	Pink
Nov.	1 2 3 4 5 6 7	6	24	White
	8 9 10 11 12 13 14 15	6	12	Blue
	16 17 18 19 20 21 22 23	6	23	Red
	24 25 26 27 28 29 30	6	11	Yellow
Dec.	1 2 3 4 5 6 7	18	24	Green
	8 9 10 11 12 13 14 15	18	12	Pink
	16 17 18 19 20 21 22 23	18	23	White
	24 25 26 27 28 29 30 31	18	11	Blue

This chart shows how signal tabs should be placed on cards or plates using 24 spaces or stations for setting signals. The number of possible combinations is increased by using signals of different colors. In this case, six colors are used. With this Tabbing Chart as a guide, any clerk, even though inexperienced, can properly tab the cards or plates so that the addressing can be done almost automatically as shown by the Selector Chart.

Selector Chart

Mailing Date	Letter #1 to Plates Tabbed	Letter #2 to Plates Tabbed	Letter #3 to Plates Tabbed	Letter #4 to Plates Tabbed	Pull Plates
Jan. 3	18–11	18–23	18–12	18–24	Green
10	1–24	18–11	18–23	18–12	Pink
17	1–12	1–24	18–11	18–23	White
25	1–23	1–12	1–24	18–11	Blue
Feb. 3	1–11	1–23	1–12	1–24	Red
10	13–24	1–11	1–23	1–12	Yellow
17	13–12	13–24	1–11	1–23	Green
25	13–23	13–12	13–24	1–11	Pink
Mar. 3	13–11	13–23	13–12	13–24	White
10	2–24	13–11	13–23	13–12	Blue
17	2–12	2–24	13–11	13–23	Red
25	2–23	2–12	2–24	13–11	Yellow
Apr. 3	2–11	2–23	2–12	2–24	Green
10	14–24	2–11	2–23	2–12	Pink
17	14–12	14–24	2–11	2–23	White
25	14–23	14–12	14–24	2–11	Blue
May 3	14–11	14–23	14–12	14–24	Red
10	3–24	14–11	14–23	14–12	Yellow
17	3–12	3–24	14–11	14–23	Green
25	3–23	3–12	3–23	14–11	Pink
June 3	3–11	3–23	3–12	3–24	White
10	15–24	3–11	3–23	3–12	Blue
17	15–12	15–24	3–11	3–23	Red
25	15–23	15–12	15–24	3–11	Yellow
July 3	15–11	15–23	15–12	15–24	Green
10	4–24	15–11	15–23	15–12	Pink
17	4–12	4–24	15–11	15–23	White
25	4–23	4–12	4–24	15–11	Blue
Aug. 3	4–11	4–23	4–12	4–24	Red
10	16–24	4–11	4–23	4–12	Yellow
17	16–12	16–24	4–11	4–23	Green
25	16–23	16–12	16–24	4–11	Pink
Sept. 3	16–11	16–23	16–12	16–24	White
10	5–24	16–11	16–23	16–12	Blue
17	5–12	5–24	16–11	16–23	Red
25	5–23	5–12	5–24	16–11	Yellow
Oct. 3	5–11	5–23	5–12	5–24	Green
10	17–24	5–11	5–23	5–12	Pink
17	17–12	17–24	5–11	5–23	White
25	17–23	17–12	17–24	5–11	Blue
Nov. 3	17–11	17–23	17–12	17–24	Red
10	6–24	17–11	17–23	17–12	Yellow
17	6–12	6–24	17–11	17–23	Green
25	6–23	6–12	6–24	17–11	Pink
Dec. 3	6–11	6–23	6–12	6–24	White
10	18–24	6–11	6–23	6–12	Blue
17	18–12	18–24	6–11	6–23	Red
25	18–23	18–12	18–24	6–11	Yellow

With this chart as a guide, the addressing of follow-up mail can be scheduled so that it can be handled in one day per week. While several pieces of mail are thus addressed to any one name at the same time, the mail clerk or mailing department sorts the pieces in the correct order and dispatches them on the proper date. This chart shows the proper application of the system in a follow-up campaign consisting of four pieces or letters, mailed at intervals of seven days.

growing, than if he just talked to them generally about the merits of fertilizer for all kinds of farming. The selector permits an advertiser to do this.

For example, a manufacturer of paper packing containers was able to materially improve the returns from his mail advertising by classifying his list, and using a selector in working it. He writes:

"I was able to effect a classification into 100 different divisions, according to the business of the prospect, or customer, and in that way show whether the plate was for a customer or prospect, active or inactive, and a rough classification of the prospect or customer. I also had another classification as to the quantity of goods sold, and six different classes of products used. I did this by using notched tabs in the twelve spaces on the addressograph plate, by setting my machine to print off contact instead of on contact, filling all spaces that do not apply in the case of the particular prospect or customer with plain tabs or with the projecting part of the notch tab, and by filing each of ten groups into territories, we circularize any territory in any city independently; or circularize prospects who require one class of material only, who are of a sufficient rating and whose requirements are large, etc."

Keeping Lists Up to Date

When mailing lists are maintained on address plates it is more important than ever to keep them free of deadwood. Not only is there the loss in wasted advertising matter and postage to consider, but there is the additional loss of money tied up in equipment, added time required to find names, floor space, the cost of running dead names through the selector and so forth.

This loss may seem insignificant at first thought. But as a matter of fact it can very easily amount to one quarter of your appropriation for direct-mail advertising. This estimate is based on an analysis by our staff which shows changes ranging from 10 to 40 per cent annually. In the automotive industry, for example, on a list of 116,000 names maintained by the Chilton Class Journal Company, one hundred thousand changes were made during one year. Twenty thousand names were dropped. Twenty-five thousand were new names to be added. Thirty thousand were corrections. On the basis of these figures, which

are not as extreme as you might think, a mailing list which might be 100 per cent correct today is only 75 per cent correct at the end of three months, and hardly correct at all at the end of one year!

Even in a list of factory executives in this industry changes are very great, as the following table will show:

CHANGES IN EXECUTIVES LISTED IN CHILTON FACTORY LIST
November 1929 to November 1930

Title Of Executive	Automobile	Motor Truck	Bus	Tractor	Motor Boat*	Aircraft	Engines	Industrial Equipment	Totals†
President	14	24	6	7	..	44	47	32	155
Vice President	62	70	27	32	1	111	112	96	424
Secretary	17	42	8	9	..	72	58	53	204
Treasurer	19	31	9	8	..	65	60	54	212
General Manager	42	48	15	7	2	67	64	57	244
Works Manager	48	44	10	19	..	50	48	52	200
Superintendent	57	64	14	13	1	60	53	54	239
Production Manager	20	35	11	10	..	47	36	42	162
Production Engineer	4	6	3	2	1	10	11	8	40
Purchasing Agent	44	66	13	9	1	77	53	59	263
Asst. Purchasing Agent	28	23	7	6	..	27	21	15	101
Service Manager	36	57	13	15	..	20	33	23	145
Engineer	91	64	19	20	2	87	104	71	348
Body Engineer	12	9	4	1	..	3	2	1	23
Tool Engineer	20	9	3	4	..	6	18	9	51
Tool Superintendent	10	12	3	..	..	5	7	8	38
Foundry Superintendent	6	3	..	7	1	1	20	17	46
Plant Maintenance Engr.	25	20	6	..	1	6	13	6	56
Body Shop Supt.	21	21	8	1	..	5	2	2	40
Trim Shop Supt.	11	11	5	..	..	4	..	2	23
Machine Shop Supt.	13	16	5	4	1	10	26	16	74
Paint Shop Supt.	12	13	7	2	..	6	4	5	42
Drop Forge Supt.	5	..	..	..	1	..	5	3	12
Metallurgist	8	5	..	5	..	2	7	10	25
Sales Manager	125	96	28	26	..	72	96	87	392
Advertising Manager	37	43	15	13	..	40	49	57	198
Other Officers	292	214	51	23	5	92	122	57	609
Net Totals‡	991	933	262	226	15	865	925	819	5053

* May 1930 to November 1930 only.

† The changes for each title, without duplication in products, but where one man with two or more titles changed, this is counted for each title. There is no net total for this column.

‡ Net changes in individuals for each product, duplicated in other columns where a concern makes two or more products.

R. G. Dun & Company states that it makes 6,200 changes daily in its commercial lists, or at the rate of nearly 2,000,000 changes annually. One of the leading direct-mail houses in the country, Buckley, Dement & Company of Chicago, has made a detailed comparison of the changes on various types of lists, with the following result:

Hardware Dealers, regardless of rating.....10% change annually
Hotels .....12% change annually
Department Stores, retail .....20% change annually
Drug Stores, retail regardless of rating.....20% change annually
Manufacturers, rating $10,000 and up.....35% change annually

Sources Useful for Checking Names

Your Own Records	Local	City	County	State	National
City Directory		x			
Street Directory	x	x			
Telephone Directory	x	x			
Trade Directory	x	x	x	x	x
Mercantile Directory	x	x	x	x	x
Newspaper	x	x	x		
General Advertising	x	x	x	x	x
Salesmen's Reports	x	x	x	x	x
Class Publications					x
Delivery Reports	x	x			
Canvassing	x	x			
Director's Directory	x	x			
Ledger Accounts	x	x	x	x	x
C. O. D. Orders	x	x	x	x	x
Alteration Slips	x	x	x		
Names of Advertisers		x			x
Social Registers	x	x			
Rating Books		x	x	x	x
Dealers	x	x	x		
Contests	x	x	x	x	x
Names from Customers	x	x	x	x	x
Cash Customers	x	x			
MUNICIPAL RECORDS					
License Records	x	x			
Vital Statistics	x	x			
Incorporations	x	x	x	x	x
Voting Lists	x	x			
Tax Lists	x	x			
Auto Licenses				x	
School Lists	x	x			
City Employees	x	x			
County Employees	x	x	x		
Real Estate Transfers	x	x			
Permit Records	x	x			
Labor Reports				x	
BY PURCHASE					
Clipping Bureau		x	x	x	x
List Brokers			x	x	x
Addressing Companies	x	x	x	x	x
BY SOLICITATION					
Membership Lists	x	x	x	x	x
Club Memberships	x	x			
Pay Rolls of Firms	x	x			
Exchanging Lists	x	x	x	x	x
Labor Unions		x			
Church Organizations	x	x			
Country Editors	x		x		

Dry Goods, retail ..... 40% change annually
Ready-to-Wear, regardless of rating ..... 40% change annually
Grocers, retail, regardless of rating ..... 40% change annually
General Stores, regardless of rating ..... 44% change annually
Wholesalers, all kinds, regardless of rating ..... 52% change annually
Milliners, retail, regardless of rating ..... 56% change annually
Auto Dealers, Garages, Repair and Supply Houses, regardless of rating ..... 60% change annually
Restaurant ..... 75% change annually

Even telephone directories, popularly considered accurate, are not accurate enough for direct-mail advertising purposes, if 98 per cent accuracy is required. Young and McCallister of Los Angeles, report that they have found telephone directories to be from 10 to 20 per cent incorrect at the time of publication, due to the changes which occur between the date of going to press and the date of reaching the public. In the experience of the Chicago Telephone Company, there are approximately 42 per cent changes in their directories in a year's time, including new subscribers; this is the reason they publish a new directory every six months.

So you see, a mailing list can be either an asset or a liability, depending upon the way it is kept up to date. The secret of keeping any list up to date is to make somebody in the organization responsible and setting aside an adequate portion of the appropriation for maintaining it properly.

If it is going to be anybody's job to keep the list up; if no one is responsible; if there is a situation where the responsibility can be bandied about the organization you can make up your mind that you will never have an efficient mailing list. There is no money that can be spent to better advantage in a business today than the money spent to obtain live names, and the money spent to insure that no dead ones stay on the list a day longer than necessary.

In conclusion, we would like to remind our readers that their mailing list is to a great extent the backbone of their business. There is a definite cash value attached to each name on the list, representing the cost of securing the name in the first place, the cost of upkeep, and above all its potential buying possibilities. Even among the larger mail order houses, it is stated that the average value of each name on the list is considerably in excess

of five dollars. It is this tangible value attached to a mailing list that makes it something to be safeguarded, and no reasonable expense should be spared to make it just as efficient as possible.

Producers of Direct-Mail Advertising

THE following list in no sense represents *all* those who plan and produce direct-mail campaigns. It is limited to concerns equipped to plan, design and produce complete direct-mail campaigns whose work has been favorably brought to our attention. It does not include advertising agencies or direct-mail specialists. Neither does it include printers without creative and copy facilities, or letter shops.

Akron, Ohio

Commercial Printing & Lithographing Co. ..... 47 W. Exchange St.
Superior Printing Company ..... 110 N. Union St.

Albany, N. Y.

The Argus Company ..... 410 Broadway
The J. B. Lyon Company ..... Lyon Block

Atlanta, Ga.

Foote & Davies Company ..... Edgewood & Pryor St.
Montag Bros., Inc. ..... 182 Marietta St.
Townley, Webb & Martin, Inc. ..... Mitchell & Pryor St.

Baltimore, Md.

H. Gamse & Bros., Inc. ..... Gamse Bldg.
Garrigan Brothers, Inc. ..... 107 W. Pratt St.
Horn-Shafer Co. ..... 3 East Redwood
Norman T. A. Munder Co. ..... 109 Market Place
Schneidereith & Sons ..... 208 South Sharp St.

Boston, Mass.

Dickie-Raymond Company ..... 88 Pearl Street
Geo. H. Ellis Company ..... 272 Congress St.
Lincoln & Smith Press ..... 426 Atlantic Ave.
Oxford Print, Inc. ..... 881 Commonwealth Ave.
Sampson & Murdock Company ..... 111 Summer St.
Rust Craft Publishers, Inc. ..... 1000 Washington St.
The Sherrill Press, Inc. ..... 270 Congress St.
The Stetson Press, Inc. ..... 375 Broadway
Southgate Press, Inc. ..... 470 Atlantic Ave.
Tudor Press ..... 251 Causeway St.

Buffalo, N. Y.

Baker-Jones-Hausauer, Inc. ..... 45 Carroll St.
J. W. Clement Company ..... 8 Lord St.
Holling Press, Inc. ..... 501 Washington St.
Mark Hubbell Printing Company ..... 459 Washington St.
Whitney-Graham Company ..... 388 Monroe St.

Cambridge, Mass.

The Barta Press ..... 209 Massachusetts Ave.
Tolman University Press ..... Harvard Square

Charlotte, N. C.

Queen City Printing Co. ..... 1131 E. 4th St.

Chicago, Ill.

American Colortype Company ..... 1151 Roscoe St.
F. W. Bond Company ..... 429 S. Ashland Blvd.
Buckley, Dement & Company ..... 1300 W. Jackson Blvd.
Carlstrand-Rook Co. ..... 712 Federal St.
Commonwealth Press, Inc. ..... 1112 S. Wabash Ave.
Columbia Colortype Co. ..... 320 E. 21st St.
Reuben H. Donnelley Corporation ..... 350 E. 22nd St.
Cuneo Press, Inc. ..... 455 W. 22nd St.
The Franklin Company ..... 328 S. Jefferson St.
W. F. Hall Printing Co. ..... 4600 Diversey Parkway
James T. Igoe Company ..... 600 W. Van Buren St.
Jahn & Ollier Engraving Co. ..... 817 W. Washington St.
R. A. Levin & Co. ..... 633 Plymouth Court
Magill-Weinsheimer Co. ..... 1320 South Wabash Ave.
Manz Corporation ..... 4043 Ravenswood Ave.
Meade-Grede Printing Co. ..... 2001 Calumet Ave.
Poole Brothers, Inc. ..... 81 W. Harrison St.
Wm. H. Pool Co. ..... 626 So. Clark St.
Pryor Press, Inc. ..... 633 Plymouth Court
Regensteiner Corporation ..... 310 So. Racine Ave.
Rosenow Company ..... 340 W. Huron St.
Toby Rubovits, Inc. ..... 1501 W. Congress St.
Shattock & McKay Company ..... 426 So. Clinton St.
Stevens-Davis Co. ..... 1234 W. Jackson Blvd.
Wallace Press ..... 730 W. Monroe St.
Walton & Spencer Co. ..... 1245 So. State St.
The Wessel Co. ..... 458 E. 30th St.

Cincinnati, Ohio

American Printing & Label Company ..... 314 E. 12th St.
Bacharach Press, Inc. ..... 415 Commercial Square
The Mountel Press Co. ..... Court & Sycamore Sts.
Strobridge Litho Co. ..... 108 Central Parkway
U. S. Printing & Litho Co. ..... Robertson Ave. & Beech St.

Cleveland, Ohio

Britton Gardner Printing Co. ..... Caxton Bldg.
Caxton Company ..... Caxton Bldg.
Corday & Gross Co. ..... 1771 E. 24th St.
Doyle & Waltz Printing Co., Inc. ..... 310 Lakeside Ave. W.
William Feather Co. ..... 812 Huron Road
A. S. Gilman Printing Co., Inc. ..... 623 St. Clair Ave.
Gardner Printing Co. ..... 302 Caxton Bldg.
Lezius-Hiles Printing Co. ..... 1125 Oregon Ave.
Rogers-Williams Co. ..... 3804 Payne Ave.

Columbus, Ohio

Warner P. Simpson Co. ..... 108 W. Spring St.

Dallas, Texas

Johnston Printing & Advertising Co. ..... 1901 McKinney St.

Dayton, Ohio

Reynolds & Reynolds Co. ..... Washington & Dudley Sts.
Thompson Printing Company ..... 228 W. 5th St.

Denver, Colo.

W. H. Kistler Stationery Co. ..... 1636 Champa St.
Smith-Brooks Printing Co. ..... 1741 California St.

Des Moines, Iowa

Federal Printing Co. ..... 215 Fourth St.
Success Printing & Lithographing Co. .....

Detroit, Mich.

William N. Albee Co., Inc. ..... Eaton Tower
Barnes Press ..... 851 Porter St.
John Bornman & Son ..... 601 W. Fort St.
Cadillac Printing Co. ..... 5850 Second Blvd.
Detroit Press, Inc. ..... 2751 E. Jefferson St.
Electrograph Company ..... 725 W. Grand Blvd.
Evans-Winter-Hebb, Inc. ..... 818 W. Hancock Ave.
O. A. Koss Co., Inc. ..... 531 W. Larned St.
Printers, Inc. ..... 409 East Jefferson St.
Saturday Night Press, Inc. ..... 1959 East Jefferson St.
Speaker-Hines Printing Co. ..... 154 East Larned St.
The Stubbs Company ..... 1915 W. Fort St.

Grand Rapids, Mich.

Cargill Co., The ..... 24 Wealthy St., S. W.
Dean-Hicks Co., Inc. ..... 217 Ellsworth Ave., S. W.
Ethridge Company ..... 549 Ottawa Ave., N. W.
Jaqua Company ..... 111 Garden St., S. E.

Hammond, Ind.

Wm. B. Conkey Co., Inc. ..... Conkey Ave., near Calumet

Harrisburg, Pa.

J. Horace MacFarland ..... Crescent & Mulberry Sts.

Hartford, Conn.

Kellogg & Bulkeley Co. ..... 419 Franklin St.
R. S. Peck & Co. ..... 650 Franklin Ave.
Sherwood Press ..... 74 Union Place

Houston, Texas

Rein Printing Company ..... Carolina & McKinney

Indianapolis, Ind.

Colortype Corporation ..... 433 N. Capitol Ave.
Hampton Printing Company, Inc. ..... 121 W. Georgia St.
Hollenbeck Press ..... 338 East Market St.
Levey Printing Co. ..... 220 W. Ohio St.
Oval & Koster ..... 700 W. Washington St.

Jacksonville, Fla.

H. & W. B. Drew Co. — 30½ W. Bay St.

Kansas City, Mo.

Ernest F. Gardner — 510 Ridge Arcade
McKinley Printing Co. — 701 Baltimore Ave.

Los Angeles, Calif.

Dankers & Mariett — 417 E. Pico St.
Mayers Company, Inc. — 1240 So. Main St.
Nuener Corporation — 817 S. Los Angeles St.
Pacific-Western Corporation — 1300 Santee St.
Western Lithograph Co. — 600 E. Second St.

Marion, Ohio

Folks on Gospel Hill — 400 S. Main St.

Memphis, Tenn.

Early-Freeburg Company — 91 S. 2nd St.

Milwaukee, Wis.

Greene Printing Co. — 210 Michigan St.
Gugler Lithographic Company — 694 Broadway
Meyer-Rotier-Tate Printing Co. — 425 Van Buren St.
Milwaukee Printing Company — Florida at Grove

Minneapolis, Minn.

Bureau of Engraving, Inc. — 500 Fourth Street, S.
Harrison & Smith Co. — 618 Fourth St. S.
Jensen Printing Co. — 124 Third St. N.
McGill Lithograph Co. — 700 Sixth St. S.

Montreal, Que.

Dodd-Simpson Press — 1498 Notre Dame W.

Nashville, Tenn.

Baird Ward Printing Co. — 150 Fourth Ave., N.
Brandau-Craig-Dickerson Co. — 304 Tenth Ave., So.
Cullom & Ghertner Co., Inc. — 311 5th Ave., N.
Williams Printing Company — 136 Third Ave., N.

Newark, N. J.

Essex Press, The — 16 Lawrence St.
Lasky Advertising Service — 220 Elizabeth Ave.

New Orleans, La.

Dameron-Pierson Co., Ltd. — 400 Camp St.
Steeg Printing Co. — 938 LaFayette St.

New York, N. Y.

The Aldus Printers, Inc. — 305 E. 46th St.
Bartlett-Orr Press, Inc. — 461 Eighth Ave.
Blanchard Press, Inc. — 418 W. 25th St.
Commanday-Roth Co. — 175 Varick St.
Diamond Press — 333 Hudson St.

New York, N. Y. (Cont.)

Devinne-Hallenbeck Co. — 80 Lafayette St.
Eilert Printing Co. — 318 West 39th St.
Einson-Freeman Co., Inc. — 511 E. 72nd St.
Federal Printing Co. — 239 West 39th St.
Forsman Co., C. H. — 318 West 39th St.
Franklin Printing Co. — 1067 Southern Blvd.
Charles Francis Press, Inc. — 461 Eighth Ave.
Wilbert Garrison Co. — 82 Beekman St.
Gatto Engraving Co., Inc. — 52 Duane St.
Isaac Goldman Co. — 80 Lafayette St.
William Green Co. — 627 W. 43rd St.
L. Kehlmann Co. — 229 W. 28th St.
The Lisiecki Press, Inc. — 225 Varick St.
Madison Square Press — 318 W. 39th St.
Marchbanks Press — 114 East 13th St.
Munro & Harford & Co. — 460 W. 34th St.
James F. Newcomb Co. — 330 Seventh Ave.
W. F. Powers Co. — 9 East 38th St.
Julius Pollack & Sons, Inc. — 194 Greene St.
Publishers Printing Co. — 207 W. 25th St.
Redfield-Downey-Odell — 469 10th Ave.
Rogers-Kellogg-Stillson Co. — 461 Eighth Ave.
John H. Smith Press, Inc. — 225 Varick St.
Tabard Press — 376 Second Ave.

Oakland, Calif.

Bennett & Morehouse (Fox Press) — 359 13th St.
Hall-White Company — 775 22nd St.

Oklahoma City, Okla.

Semco Color Press — 408 W. Second
Turnbull-Russell Co. — Fifth & Indiana

Omaha, Nebr.

The Acorn Press — 1214 Howard St.
Rees Printing Company — 420 South 10th Ave.

Philadelphia, Pa.

Acme Press — Broad, Wallace & 15th Sts.
Biddle Paret Press — 12th & Cherry Sts.
Wm. F. Fell Company — 1315 Cherry St.
Franklin Printing Co. — 1518 Ludlow St.
Holmes Press, Inc. — 1315 Cherry St.
Ketterlinus Lithographic Mfg. Co. — 4th & Arch Sts.
Neo Gravure Printing Co. — Packard Bldg.
Edward Stern & Co., Inc. — 140 N. Sixth St.

Pittsburgh, Pa.

The Caslon Press, Inc. — 422 First Ave.
The Eddy Press Corp. — Braddock & Kensington
Edwin H. Stuart, Inc. — 422 First Ave.

Richmond, Va.

Everett Waddey Co. — 1105 East Main St.
Garrett & Massie, Inc. — 1309 East Franklin St.

Rochester, N. Y.

Case-Hoyt Corporation	792 St. Paul St.
Du Bois Press, Inc.	151 Broadway
Foss-Soule Press, Inc.	24 Exchange St.
Karle Lithographic Co.	444 Central Ave.
John P. Smith Printing Co.	195 Platt St.

Salt Lake City, Utah

Stevens & Wallis	45 West on S. Temple St.

San Diego, Calif.

Frye & Smith	850 Third St.

San Francisco, Calif.

H. S. Crocker Co., Inc.	565 Market St.
Kennedy-ten-Bosch Co.	300 Broadway
Knight-Counihan Co.	32 Clay St.
John Henry Nash	447 Sansome St.
Reynard Press	133 First St.
Sunset Press	1045 Sansome St.

Seattle, Wash.

Acme Press of Seattle	807 Fourth St.
Farwest Lithograph & Printing Co.	911 Republican
Gateway Printing Co.	Collins Bldg.

St. Louis, Mo.

H. S. Collins Printing	1531 Washington St.
A. & E. Goodwin Printing Co.	1709 Morgan St.
Kutterer, Jansen Printing Co.	9th & Walnut St.
Personalizing Service	2313 Washington St.
Simmonds—Sisler Co.	208 N. 17th St.
Woodward & Tiernan Co.	1519 Tower

Toledo, Ohio

The Caslon Company	3101 Monroe St.
Vrooman & Fehn Printing Co.	28 N. Ontario St.

Washington, D. C.

Columbian Printing Co., Inc.	815 14th St. N. W.
National Printing Co.	1222 H Street N. W.

Canada, Montreal, Que.

Dodd-Simpson Press, Ltd.	2760 Notre Dame St. W.
Federated Press, Ltd.	1167 Bleury St.
The Ronalds Co., Ltd.	6306 Park Ave.

Toronto, Ont.

R. G. McLean, Ltd.	281 Beresford St.
Saturday Night Press	
Southam Press	19 Duncan St.
Southern Press, Ltd.	

Vancouver, B. C.

Gehrke's Ltd.	566 Seymour St.
Rose, Cowan & Latta, Ltd.	748 Seymour St.

Winnipeg, Man.

Buhlman Bros., Ltd.	McDermot, Francis & Gertie Sts.
Public Press, Ltd.	
Stovel Company, Ltd.	Bannatyne Ave.
Wiggins Systems, Ltd.	Coca-Cola Bldg.

Envelope Manufacturers

American Envelope Co., The	West Carrollton, Ohio
American Envelope Co.	3100 W. Grand Ave., Chicago, Ill.
Atlanta Envelope Co.	505-511 Stewart Ave., Atlanta, Ga.
Baltimore Envelope Co.	600 E. Lombard St., Baltimore, Md.
Berkowitz Envelope Co.	19th & Campbell Sts., Kansas City, Mo.
Berkowitz Envelope Co. of Iowa	1013 Walnut St., Des Moines, Iowa
Berkowitz Envelope Co. of St. Louis	23rd & Locust Sts., St. Louis, Mo.
Berlin & Jones Co.	547 W. 27th St., New York, N. Y.
Boston Envelope Co.	315 Center St., Jamaica Plain, Boston, Mass.
Brown Paper Goods Co.	901 W. Lake St., Chicago, Ill.
Buffalo Envelope Co.	268 Michigan Ave., Buffalo, N. Y.
Burkley Envelope & Printing Co.	417 S. 12th St., Omaha, Nebr.
Central States Envelope Company	Indianapolis, Ind.
Centralia Envelope Co.	Centralia, Ill.
Coast Envelope & Leather Products Co.	Box 87, Arcade Sta., Los Angeles, Cal.
Columbia Envelope Co.	349 W. Austin Ave., Chicago, Ill.
Consumers Paper & Supply Co.	411 S. Jefferson St., Chicago, Ill.
Cupples Envelope Co., Samuel	628 S. 6th St., St. Louis, Mo.
Cupples Envelope Co., Samuel	7-11 Laight St., New York, N. Y.
Envelope Corporation, The	352 Sixth St., San Francisco, Calif.
Envelope Mfg. Co., The	214 Chestnut St., St. Louis, Mo.
Federal Envelope Company	9th & Harney St., Omaha, Nebr.
Field-Ernst Envelope Co.	45 Fremont St., San Francisco, Calif.
Gaw-O'Hara Envelope Co.	500 N. Sacramento Blvd., Chicago, Ill.
Gray Envelope Mfg. Co.	55 33rd St. Brooklyn, N. Y.
Heco Envelope Co.	4500 Cortland St., Chicago, Ill.
Heinrich, J. A., Inc.	108 N. Washington Ave., Minneapolis, Minn.
Hesse Envelope & Litho. Co.	Kingshighway & Penrose St., St. Louis, Mo.
Hesse Envelope Co. of Texas	Caruth & Carter Sts., Dallas, Texas
Hill Envelope Co., W. H.	Worcester, Mass.
Jones Envelope Co., Inc., W. C.	708 Broadway, New York, N. Y.
Kellogg & Co., P. P.	Springfield, Mass.
Logan Drinking Cup Co.	Worcester, Mass.
Logan, Swift & Brigham Envelope Co.	Worcester, Mass.
Midwest Envelope Co.	817 Broadway, Kansas City, Mo.
Milwaukee Envelope Co.	337 Seventh St., Milwaukee, Wis.
Monarch Envelope Co.	Philadelphia, Pa.
Monasch Co., The	500 S. 5th St., Minneapolis, Minn.
Morgan Envelope Co.	Springfield, Mass.

Envelope Manufacturers—Cont.

Morgan Paper Company	Springfield, Mass.
Murray Paper Products Co.	4201 Belmont Ave., Chicago, Ill.
National Envelope Co.	Waukegan, Ill.
New England Envelope Company	Worcester, Mass.
Niagara Envelope Manufactory	567 Washington Ave., Buffalo, N. Y.
Oles Envelope Corp.	Montebello Ave., near 25th St., Baltimore, Md.
Ontario Company, The	429 S. Ashland Ave., Chicago, Ill.
Outlook Envelope Co.	564 W. Monroe St., Chicago, Ill.
Pacific Coast Envelope Co.	400 2nd St., San Francisco, Calif.
Pittsburgh Envelope Co.	W. Otterman St., Greensburg, Pa.
Plimpton Manufacturing Co.	Hartford, Conn.
Quality Park Envelope Co.	St. Paul, Minn.
Raynor & Perkins Envelope Co.	220 William St., New York, N. Y.
Rochester Envelope Co.	22 Elizabeth St., Rochester, N. Y.
Rocky Mountain Envelope Co.	Acoma at Spear Blvd., Denver, Colo.
Security Envelope Co.	2900 5th Ave., Minneapolis, Minn.
Smith Envelopes, Inc.	2460 E. Grand Blvd., Detroit, Mich.
Specialty Envelope Company	Newport, Ky.
Standard Envelope Mfg. Co.	1600 E. 30th St., Cleveland, Ohio
Standard Envelope Mfg. Co.	2nd & Liberty Ave., Pittsburgh, Pa.
Standard Paper Products Co.	500 Chancellor Ave., Irvington, N. Y.
St. Louis Envelope Co.	8th & Walnut Sts., St. Louis, Mo.
Transo Envelope Co.	3512 Kimball Ave., Chicago, Ill.
United States Envelope Company	21 Cypress St., Springfield, Mass.
U. S. Paper Goods Co.	1224 W. 8th St., Cincinnati, Ohio
Western Envelope Mfg. Co.	17th & Washington St., Kansas City, Mo.
Western States Envelope Co.	Ferry & S. Water Sts., Milwaukee, Wis.
Whitcomb Envelope Co.	Worcester, Mass.
White, Corbin & Company	Rockville, Conn.
Whiting-Patterson Co.	320 N. 13th St., Philadelphia, Pa.

Dartnell Directory of Mailing List Sources

One of the best sources of mailing list names are trade and specialized directories of which there are one or more in nearly every major industry. These not only show the name and address, but usually give other useful data in connection with the name which will assist you in gauging the value of the name as a sales possibility. This list of directories is by no means complete, but the editors have endeavored to include most all directories useful for mailing list purposes.

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Directories Recommended for Mailing List Use

ACCOUNTANTS

1

Directory of the American Society of Certified Public Accountants. Published annually by the society, National Press Building, Washington, D. C. No price given.

Names and addresses, geographically then alphabetically arranged, of members in the Society 2,700
Names of Members and Officers of State Boards of Accountancy 265

ADVERTISING

2

The Standard Advertising Register. National Register Publishing Company, Inc., 853 Broadway, New York, N. Y. Price $25, or $75 for complete service including Register, three issues of the Agency List, ten issues of the Supplement, Geographical Index and forty issues of the Special Bulletin.

Register lists 9,000 national advertisers of all classifications and the names of 26,852 executives, together with products, man to see, agency connection, time of appropriation, media used, approximate amount of money spent in magazine advertising, advertising appropriations, and other facts. Classified by lines of business and arranged geographically, with alphabetical index.
Trade Names, Listed alphabetically, giving manufacturer 4,500

3

The Agency List of the Standard Advertising Register. National Register Publishing Company, Inc., 853 Broadway, New York, N. Y. Price $10 a single copy or $25 for a year's subscription of three issues.

National and Local Advertising Agencies, with personnel and recognition granted. Listed alphabetically, also geographically 1,800
Principal advertising agencies giving accounts handled 1,100

4

Who's Who in Advertising—1931. Published by Harper & Bros., 49 East 33rd Street, New York. Price, $7.50.

Names, addresses and biographies of prominent advertising men 5,000

5

The Market Data Book for 1931. G. D. Crain, Jr., 537 S. Dearborn St., Chicago, Ill. Free with one year's subscription to Class and Industrial Marketing. Price, $2.00.

Business Publications in U. S., giving publisher, date established, size, type size, date of publication, advertising discounts and rates, also circulation (A.B.C.) 1,700
Same, in Canada 200
Business Reference Publications (Directories and Guides) 135

6

Sales Management, Market and Media Reference Number. Annually in September by Sales Management, Inc., 420 Lexington Ave., New York, N. Y. Available only with a year's subscription to Sales Management at $4.00 (52 issues).

Advertising Agencies giving branches, recognition, officers and brief outline of nature of accounts handled. Listed alphabetically 1,000

6. Sales Management, Market and Media, etc. (Cont.)

Counselors, Direct-mail Specialists, Sales Engineers and research organizations 125
Newspapers, giving circulation and rates. Listed geographically 1,000
Commercial artists 75
Newspaper Advertising Representatives. Listed alphabetically 179
Agricultural Publications, giving circulation and rates 69
Manufacturers of portable projectors and equipment for advertisers 35
Selected business papers giving size, rates and field. Listed alphabetically 60
Mailing List Houses 45
Typographers. Listed geographically 125
Lithographers specializing in window and counter displays. Listed geographically 65
Printers and Lithographers. Listed geographically 400
Commercial Photographers. Listed geographically 75
Also many other miscellaneous lists of similar nature and information concerning markets and media.

7

McKittrick Directory of Advertisers. George McKittrick & Co., 108 Fulton Street, New York, N. Y. Prices: Entire (United States, Possessions, Canada & Foreign) $75.00; Eastern (East of Pittsburgh & Buffalo) $40; Western (West of Pittsburgh & Buffalo) $40; "Agency List" (Advertising Agencies—personnel, recognition and accounts) $7.50 per copy, issued three times a year. Prices for the Directory include a copy of each issue of the "Agency List" and a Weekly correction and addition service for one year.

National advertisers in the U. S., Canada and foreign 10,000
Advertising Agents, U. S., Canada and Foreign 1,500
Advertising Agents, with accounts 1,000

8

Critchfield Digest of Merchandising and Advertising Information. Published annually by Critchfield & Company, 14 East Jackson Blvd., Chicago, Illinois. Price, $2.00.

Lists the newspapers in each town, with rates and circulation. Gives helpful facts and figures for executives, advertising managers, sales managers, manufacturers and all business men. 1930 census population figures.

9

Agents List of The National Directory of Advertisers, Blue Book. Published by The James McKittrick Company, Inc., 200 Hudson Street, New York, N. Y., $25 a year for two issues, $15 single issues.

Advertising Agencies with personnel, recognition and accounts, listed alphabetically by states and cities approximately 1300

10

The National Directory of Advertisers, Blue Book. Published by The James McKittrick Company, Inc., 200 Hudson Street, New York, N. Y.

Annual edition issued in June, Volume 18, 1931-1932. National Advertisers with executives, sales managers, advertising managers, purchasing agents, buyers of printing, export managers, agency connections and agency contacts, time and amount of appropriation, media, distribution and method, listed alphabetically by states and cities 9,000
Trade Names listed alphabetically with names and addresses of owners 5,000
Classified by line of business, and listed alphabetically by states and cities 9,000

10. The National Directory of Advertisers, Blue Book. (Cont.)
Price $75.00 per year includes copy of the Directory, ten supplements, two issues of the Agents List, and twenty to twenty-five issues of Adformation. Directory without Service, $25.00.

11

Advertiser's Annual and Convention Year Book 1931. Business Publications Ltd., publishers of Advertiser's Weekly, Whitefriars House, Tallis Street, London, E. C. 4., England.

British Publications giving period of issue, advertisement manager, advertising rates, page sizes, etc. Classified according to period of issue and arranged alphabetically 3,341
Dominion & Colonial Publications, giving period of issue, advertisement manager, advertising rates, page sizes, etc. Classified according to place of publication and arranged alphabetically 2,378
Advertising Agents and Consultants in Great Britain, giving telegraphic address, principal and managing director 1,004
Dominion and Colonial Advertising Agents and Consultants, giving telegraphic address, principal and president. (Including Canada, Australia, New Zealand, Irish Free State, South Africa, Rhodesia, India, British West Africa, Federated Malay States, Hong Kong, Egypt) 302
Poster Advertising Firms, in Great Britain and Colonial possessions giving heads 573
Outdoor Publicity firms in Great Britain, Dominions and Colonial possessions giving heads and nature of business. (Including sign, electric, station, van, bus and tram advertising firms) 205
Printers, giving heads, telegraphic address and class of printing done 2,286
Engravers and Block Makers in London, Provinces, Scotland, Wales and Ireland, giving class of work done and telegraphic address 435
Container, Carton, Envelope and Fancy Paper Makers, in London, Provinces, Wales, Scotland and Ireland, giving telegraphic address and nature of products 490
Commercial Artists in the United Kingdom, giving telegraphic address, and class of work done 330
Window Display, Shop Fitting, Sign Writing and Showcard Writers, giving telegraphic address and nature of business 335
Advertising Novelty manufacturers, giving telegraphic address and nature of business 169
British National Advertisers in London and Provinces, Wales, Scotland and Ireland, giving chief product, advertising manager and advertising agent 3,605
Advertising Agents and Their Clients in London and Provinces, Scotland and Ireland, giving list of agencies and their clients 280
British, Dominion and Colonial Advertising Clubs giving principal officials, membership, particulars of eligibility, objects and functions 80
Foreign Publications with London Offices giving page sizes, advertising rates, period of issue and address of London Representative 447

AERONAUTICS

12

Aeronautics Trade Directory. U. S. Department of Commerce, Aeronautics Branch, Washington, D. C. Free upon request to U. S. Government Printing Office Washington, 1930.

Aircraft Manufacturers. Listed alphabetically 170
Aeronautic Engine Manufacturers. Listed alphabetically 60
Manufacturers of aircraft equipment, supplies and parts. Listed under products 600
Airport Design, Construction and Management companies. Listed alphabetically 40
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12. Aeronautics Trade Directory. (Cont.)
Airway Operators (Companies operating scheduled routes). Listed alphabetically 44
Miscellaneous Operators (all commercial companies operating other than scheduled routes). Listed geographically and classified as follows:
Taxi, Sight-seeing and Delivery 600
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Photography, Mapping and Surveying 164
Schools giving instruction in flying, groundwork, mechanics, photography, theory, home study and university courses. Listed alphabetically under classification 450
Aeronautical Consulting Engineers. Listed alphabetically 22
Aeronautical Insurance Underwriters and Brokers. Listed alphabetically 73

13

Chilton Aero Directory and Catalog. The Chilton Class Journal Co., Chestnut and 58th Streets, Philadelphia, Pa. Price, $1.00.

Aircraft Manufacturers, and Aircraft Trade names, listed together, alphabetically 250
Aeronautical Concerns with key to guide giving corporate structure. Listed alphabetically 240
Leading Aeronautical Concerns, giving corporate structure, including officials, and subsidiaries. Listed alphabetically 20
Manufacturers of Aircraft parts, accessories, instruments and airport and factory equipment. Listed under products. (Duplications counted. Net total of manufacturing firms listed, without duplication, is approximately 2,300) 7,500
Also much information pertaining to the aeronautical industries.

AGRICULTURAL

14

Dairy Industries Catalog and Directory. Annually by The Olsen Publishing Co., 505 West Cherry St., Milwaukee, Wis. Price, free to manufacturers of dairy products or ice cream equipment and supplies; to others, $5.00.

Manufacturers of machinery and supplies for dairy products plants. Listed by products 2,800
Jobbers of dairy products plant equipment and supplies. (Including data regarding territories covered, branch offices, and products sold) U.S.A. and foreign 213
Associations of dairy products manufacturers, giving names and addresses of presidents and secretaries, including associations of state, national and international scope 137
Condensed catalogs with specifications of equipment and supplies used in dairy products plants 122
Also statistics in table and graphic form on monthly production of dairy products in each state for ten years, and other information useful to operators of dairy products plants.

15

Directory of Agricultural and Home Economics Leaders. William Grant Wilson, 777 Concord Ave., Cambridge, Mass. Price, $15.25, including three supplements during the year.

Geographical Listing of Agricultural and Home Economics Leaders in each state, including members of Agriculture and Industries Department, State Board of Agriculture, Agricultural Extension Service, County Agricultural Agents, State Farm Bureau Federation, Farmer's Cooperation Organizations, County Farm Bureaus and Experiment Stations.
Members of U. S. Department of Agriculture, Extension Service, Experiment Station, Bureaus of Home Economics, Agricultural Economics, Entomology,

15. Directory of Agricultural and Home Economics, etc. (Cont.)
Animal Industry, Dairy Industry, Plant Industry, Geological Survey, Chemistry and Soils, Public Roads, Forest Service, Food, Drug and Insecticide Administration, Weather Bureau, Office of Information, Federal Radio Commission, Senate Committee on Agriculture and Forestry, House Committee on Agriculture, Indian Service, The World Agriculture Society, Commissioners of Agriculture, American Farm Bureau Federation, American Farm Congress, American Railway Development Association, and National Register Associations.

16

Millard's Implement Service. Implement Trade Journal Co., 601 Graphic Arts Bldg., Kansas City, Mo. Annually. Not sold separately, but given free with a year's subscription to the Implement & Tractor Trade Journal.

Jobbers in Kansas City, Council Bluffs, Minneapolis, St. Paul, Sioux Falls, Fargo, Des Moines, St. Louis, Oklahoma City, Dallas, Denver, Salt Lake City, Los Angeles, San Francisco, Boise, Portland, Billings and Spokane. Names and street addresses of approximately 975
Manufacturers, listed alphabetically 1,200
Products, giving trade names and name and address of manufacturer 1,980

17

Tractor and Implement Blue Book. Midland Publishing Company, 804 Pine Street, St. Louis, Mo. Annually in June. 50c.

Names and addresses of manufacturers of Agricultural Implement, Tractor, Farm Power Machinery and Equipment in the U. S., classified both by product and alphabetically 600
Names, Addresses of officers of Implement Dealers' Associations and Convention Dates 35

18

Farm Implement News Buyer's Guide. Farm Implement News Co., 431 S. Dearborn St., Chicago, Ill. Free with subscription to Farm Implement News at $2.00 a year.

Manufacturers of farm equipment listed geographically with products and distributing organizations 900
Manufacturers of farm equipment listed alphabetically 900
Branch houses, jobbers and distributors, with lists of manufacturers each one represents, listed geographically 1,500
Lists of manufacturers of each kind of farm equipment, together with trade names, arranged alphabetically by classes of items. Repair sources for all classes of obsolete farm equipment.

AUTOMOTIVE

19

Chilton Automotive Multi-Guide. Chilton Class Journal Co., 56th and Chestnut Streets, Philadelphia, Pa. Single copies $6.00.

Automotive Manufacturers who sell automotive products to the trade, such as parts, accessories, tools, garage machinery, automobiles, bodies, trucks and buses. Listed alphabetically, also by product 8,500
Trade Names. Listed alphabetically 6,000
Automotive Trade Associations, with officers 400
Also tabulations of information of interchangeability of over 100 vehicle parts for all car models of past five years; replacement parts sizes on most important items for all car models of past seven years; much miscellaneous reference data as chronology of first events; birthdates of autos; cost records; production and sales data; etc.

20

Chilton Trade List. Chilton Class Journal Company, 56th & Chestnut Streets, Philadelphia, Pa. Available to advertiser in Chilton Automotive Multi Guide at advertisers' rate of $200. To non-advertisers the cost is $500.

Wholesalers, giving names of owners, managers, buyers, and other information, classified by products handled in the U. S. 4,521
Same in Canada 218
Retailers and Service Establishments, covering all dealers or agents for passenger cars who have show rooms and carry stock; public storage garages; independent repair shops or dealers' service stations; accessory or supply stores; and dealers for commercial vehicles. Shows cars or trucks handled in the U. S. 116,150
Same in Canada 4,023

21

Chilton Factory List. Chilton Class Journal Company, 56th & Chestnut Streets, Philadelphia, Pa. Loaned to advertisers in Automotive Industrial Red Book.

Executives who recommend, specify or buy production machinery, factory tools and supplies, raw material for automotive vehicles, parts, accessories, etc. for factory use; in the U. S. (duplication eliminated) 7,375
Same in Canada 245
Automotive factories in the U. S. (duplication eliminated) 1,018
Same in Canada 36

22

Irving-Cloud Automotive Jobber Directory. Irving-Cloud Publishing Company, 1729-39 Tribune Tower, Chicago, Illinois. Price, $10.

General Line Automotive and Replacement Parts Jobbers in the United States who sell Automotive Accessories, Shop Equipment, Small Tools, Replacement Parts, and Automotive Supplies. Listed geographically 2,400
In addition to names and addresses of jobbing organizations this list gives names of sales managers and buyers, trade association affiliation, types of merchandise handled, number of salesmen, percentage of business done at wholesale, territory covered, location of branch houses, and branch managers names.

BANKS AND BANKERS

23

Rand McNally Bankers Directory. Rand McNally and Company, 536 S. Clark St., Chicago, Ill. Price, $15.

Banks, including branches, throughout the world, giving officers, resources, liabilities and principal correspondents. Listed geographically 32,500
Investment Houses, throughout the world. Listed alphabetically, following list of banks in the large cities 2,800
Attorneys throughout the world, listed geographically 2,500
Bank Service and Supply Houses of the United States. Listed by services and products 1,100

24

Key to Numerical System of the American Bankers Association. Annually by Rand McNally and Co., 536 S. Clark St., Chicago, Ill. Price, $2.50.

All Banks in United States. Listed geographically also by American Bankers Association transit number 22,992

25

Alphabetical List of National Banks by States. Individual Statements of condition of National banks as of December 31, 1929. Document T 12.1 :929/2. Superintendent of Documents, Washington, D. C. Price, 25c.

26

Polk's Bankers' Encyclopedia. Published semi-annually, March and September, by Polk's Bankers' Encyclopedia Co., 431 Howard St., Detroit, Mich. Price, $15 a copy. In Canada, and Foreign, $20.

National, State, Savings and Private Banks also Trust Companies in the U. S. and Canada, with names and officers 23,600
Attorneys recommended by Banks and Bankers 7,500
Non-Banking Towns and their accessible banking points 75,000
Bank Directors 200,000

27

American Bank Reporter. (Desk edition) Published semi-annually in May and October, by the Steurer Publishing Company, 149th St. and Bergen Avenue, New York, N. Y. 3,325 pages. Price, $10 a volume, or $20 a year.

Contains complete list of Banks; Bankers; Savings Banks; Principal Loan, Investment, Safe Deposit, Trust Companies; Discount and Acceptance Corporations in the U. S. and Canada, with names of officers; Principal Correspondents, etc.

28

American Bank Reporter. (Blue Book issue) Published annually in April by the Steurer Publishing Company, 149th St., and Bergen Avenue, New York, N. Y. 1,850 pages. Price, $12.

Contains all features of the Desk Edition and, in addition:
Leading Commercial Lawyers, recommended by Banks and Bankers 10,000
Towns and villages having no banks, giving name and nearest accessible banking points 50,000
Also names of Officers, Directors, etc. of Federal Reserve Banks; directors of National, State, and Savings Banks, and of Loan, Trust and Investment Companies in the principal cities of the U. S.; members of the American Bankers Association.

29

International Banking Directory. Published annually by Bankers Publishing Company, 71 Murray Street, New York, N. Y. Price, $10.

Important Banks and Banking Firms in every country in the world, giving names of officers and principal correspondents, (in the U. S. alone, approximately) 1,600
Foreign Banks 4,000
U. S. Banks and Trust Companies, chiefly those of Five Million and more Deposits, with names of principal officers 1,200

30

The Bankers Almanac and Year Book. Annually by Thomas Skinner & Co., 330 Gresham House, Old Broad St., London, E. C. 2, England. Montreal Office; Castle Buildings, St. Catherine and Stanley Streets, Montreal. New York Office: 280 Broadway. Price, U. S. and Canada, $17.50 per copy, duty free.

30. **The Bankers Almanac and Year Book. (Cont.)**

British Banks and Kindred Firms, giving directors, officials, balance sheets, branches and London and New York agents 300
Partners and Directors of British Banks and Kindred Firms 1,600
British towns and cities giving banks and bankers 4,800
Numerical list of British Banks and Branches 9,100
International Banks and Kindred Firms giving officials, London and New York agents, balance sheets, and list of foreign correspondents in many cases 3,600
Foreign cities and towns giving banks and bankers with their London agent 17,000
Cities and towns of the world in which a bank is situated. Listed alphabetically 17,000
Banks with their telegraphic address and code for cabling 4,400
Telegraphic addresses giving name of bank 4,400
Also much statistical data.

BEVERAGES AND CONFECTIONS

31

Beverage Blue Book and Catalog. Every three to five years by H. S. Rich and Company, 431 So. Dearborn St., Chicago, Ill. Price, $10.

Trade Associations, giving officers 60
Bottlers of Carbonated Beverages in U. S. 7,000
Same, in Canada 470
Brewery Plants in U. S., Canada, Mexico, etc. 400

BUILDING AND BUILDING MATERIALS

32

Sweet's Architectural Catalogs. Annually in November by Sweet's Catalog Service, division of F. W. Dodge Corporation, 119 West 40th Street, New York, N. Y. Distributed free to architects, allied engineers and general building contractors who specify or buy important quantities of building products; to others $30.

Manufacturers of building products.
Completely indexed file of catalogs of manufacturers of building products 1,500

33

Sweet's Engineering Catalogs. Annually in April by Sweet's Catalog Service, division of F. W. Dodge Corporation, 119 West 40th Street, New York, N. Y. Distributed free to engineers and others who specify or buy important quantities of industrial building products and equipment; to others $15.

Manufacturers of industrial building products and equipment.
Completely indexed file of catalogs of manufacturers of industrial building products and equipment 700

34

Reference Book for the Building Trades of Chicago and Vicinity. Builders' Commercial Agency, 228 No. La Salle St., Chicago, Ill. Semi-annually. Price, $40.

35

Directory of Cement, Gypsum, Lime, Sand, Gravel and Crushed Stone Plants—Twenty-Fourth Edition. Consolidated with Pit and Quarry Handbook. Pit and Quarry Publications, 538 S. Clark St., Chicago, Ill. Published annually in December. Price, postpaid in North, South and Central America and U. S. Possessions

35. **Directory of Cement, Gypsum, Lime, Sand, etc. (Cont.)**
$5.00 for one edition, or $12 for three consecutive editions; other countries $1.00 per year additional. In combination with subscription to Pit and Quarry, $6.00 for one year or $15 for three years in North, South and Central America and U. S. Possessions; other countries add $1.00 per year per publication.

Manufacturers of Cement 176
Manufacturers of Lime 340
Producers of Gypsum and Manufacturers of Gypsum Products 104
Producers of Crushed Stone 1,377
Producers of Sand and Gravel 1,844
Producers of Abrasives, Borax, Concrete Products, Diatomite, Fullers' Earth, Graphite, Rock Asphalt, Ready Mixed Concrete, Rock Salt, Silica Sand, Sand-Lime-Brick, Slate, Talc and other miscellaneous non-metallic minerals 695
Directory lists about 3,000 companies, operating 4,500 plants. Names of more than 12,000 operating officials are given.
Pit and Quarry Handbook is the accepted authority on all subjects of operation, maintenance and design of non-metallic mineral plants. It contains detailed semi-technical operating data on every subject of operation. Production statistics, trade associations, buyers' guide, and other useful and valuable information is also incorporated in the Handbook.

CABLE ADDRESSES

36
International Register of Telegraphic and Trade Addresses. Published annually under a joint arrangement with the Marconi International Code Company, by Telegraphic Cable and Radio Registrations, Inc., 280 Broadway, New York, N. Y. Price, $15. Sold together with Registration, $40.

Companies and firms interested in international business, with cable addresses and codes used, alphabetically arranged 70,000
Same companies classified according to lines of business 70,000
Cable addresses of same, arranged alphabetically and cross-indexed with the first mentioned list.

CANNING

37
Canners Directory, National Canners Association.. Office of the Secretary, 1739 H Street, N. W., Washington, D. C. Annually. Price, $2.00.

Company members in the Association, U. S., Alaska and Hawaii geographically arranged 2,350
State and Local Associations, with names and addresses of the officers 33
Members of the Canning Machinery and Supplies Association, with names of the officers and directors 170

CERAMICS

38
Ceramic Products Cyclopedia. Industrial Publications, Inc., 59 E. Van Buren St., Chicago, Ill. Price, free to firms in the clay products or ceramics industries; to others $12.

Manufacturers of supplies and equipment used in the clay products and ceramic industries, with condensed catalogs. Listed alphabetically and under product 150
Also much data and information concerning all phases of the industry.

CHAIN STORES

39
Chain Store Directory. Edward N. Hayes, publisher, 250 W. Lafayette Blvd., Detroit, Mich. Price, $10. Gives address of buying headquarters with the number of firms operated by each chain as well as the financial standing and credit rating of the General Merchandise Chains.

5 cents, 10 cents, $1.00 Variety Chains 362
General Store Chains 317
Department Store Chains 460
Dry Goods Chains 473
Grocery Chains 987
Drug Chains 614

40
Kellogg List No. 1. Kellogg Publishing Co., Springfield, Mass. Price, $15. These chains contain three or more stores. Giving buying headquarters only.

	No. of Chains	No. of Stores
Chains selling both Groceries and Meats. Listed alphabetically	91	10,259
Chains selling Groceries, tea and a limited line of dairy products, fruits and vegetables. Listed alphabetically	294	36,949
Chains Selling Meats	42	569
Bakery Chains	16	390
Restaurant, Tea Room, Lunch Room, Dairy Lunch, Fountain Lunch Chains	133	2,117

41
Kellogg List No. 2. Kellogg Publishing Co., Springfield, Mass. Price, $10. Gives address of buying headquarters.

	No. of Chains	No. of Stores
Drug Store Chains	387	3,050
Candy Store Chains	35	827
Cigar Store Chains	24	2,548

42
Kellogg List No. 3. Kellogg Publishing Co., Springfield, Mass. Price, $15. Gives address of buying headquarters only.

	No. of Chains	No. of Stores
Dry Goods and Department Store Chains	500	4,317
Furniture and House Furnishing Store Chains	120	673
Piano and Musical Store Chains	39	380
Men's and Women's Clothing Store Chains	195	2,675
Women's Clothing and Ready-to-wear Chains	236	1,865
Millinery Store Chains	79	1,066
Shoe Store Chains	392	6,264
Shoe Repairing Shop Chains	2	37
Men's Clothing and Haberdashery Store Chains	315	2,337
Men's Hat Store Chains	35	610

43
Kellogg List No. 4. Kellogg Publishing Co., Springfield, Mass. Price, $10. Gives addresses of buying headquarters only.

	No. of Chains	No. of Stores
Five and Ten-Cent Store Chains	128	5,230

43. Kellogg List No. 4. (Cont.)

	No. of Chains	No. of Stores
Stationery and Book Store Chains	14	425
Office Equipment Store Chains	13	862
Hardware and Sporting Goods Store Chains	45	534
Jewelry and Optical Store Chains	32	1,096
Gift and Art Shop Chains	2	20
Radio and Electrical Store Chains	10	61
Automobile Supply Store Chains	8	119
Gas and Electrical Appliance Store Chains	10	234
Wall Paper Store Chains	4	61
Floral and Seed Store Chains	4	38
Barber Shop Chains	3	45
General Store and Company Store Chains	54	744

44

Fairchild's List of Chain Stores. Fairchild Publications, 8 East 13th St., New York, N. Y. Price, $10.

Buying Headquarter's Addresses Given

Dry Goods and Department Store Chains. (8,209 units) Listed alphabetically....540
Ready-to-wear and Accessories Chains. (5,271 units) Listed alphabetically....498
Men's and Boys' Clothing and Furnishings Chains. (5,674 units) Listed alphabetically....499
Shoe and Hosiery Chains (10,067 units) Listed alphabetically....266
Millinery Chains. (1,908 units) Listed alphabetically....102
Hat and Cap Chains (470 units) Listed alphabetically....27
5c and 10c and Variety Chains. (7,775 units) Listed alphabetically....106

45 CHARITIES

Directory of Social Agencies, New York. The Charity Organization Society, 105 East 22nd St., New York, N. Y. Price, including delivery charges, $3.00, cash with order.

Encyclopedic List, including social, civic and philanthropic agencies in or available for clients in New York City, number of entries....2,000
Family Welfare Division, arranged and classified under 13 sub-divisions, includes number of entries....519
Child Welfare Division, classified under 6 sub-divisions, includes....557
Health Division, classified under 47 sub-divisions, includes number of entries 660
Recreation, Education and Neighborhood Activities, classified under 13 sub-divisions, includes number of agencies....651
National Agencies, list active in or including New York in their programs, number of agencies....249
Personnel Index, lists alphabetical all persons mentioned in the book, (officers, workers, etc.) number of names....6,268
In the classified sections of the Directory the essential information for procuring the services of any agency is given, with name of director or person to be approached. In the Encyclopedic List, legal titles are given, dates of incorporation, names of leading officers, (president, vice-president, treasurer, secretary, executive director).
Special Lists include Information Services, Federations and Common Services, Directories of Use to Social Workers and Social Agencies, Available Publications of Laws Relating to Social Work.

46 CLOTHING

Fairchild's List of Store Executives. Fairchild Publishing Co., 8 East 13th St., New York, N. Y. Price, $35.

Executive names in leading Department, Specialty, and Men's and Boys' Clothing and Furnishings stores rated $100,000 to $1,000,000 and over....2,500
Stores with above ratings (no executive names)....1,000

47

Fairchild's Men's Wear Directory of New York. Fairchild Publishing Company, 8 East 13th Street, New York, N. Y. Price, 25c.

New York Manufacturers, Jobbers and Wholesalers of Men's and Boys' Wear, and New York offices of out-of-town houses, giving address and telephone numbers. Listed under products, duplicating many names under various products....7,238

48

Fairchild's Men's Directory of Chicago. Fairchild Publishing Company, 418-30 So. Market St., Chicago, Ill. Price, 25 cents.

Manufacturers, Jobbers and Wholesalers of Men's and Boys' Wear, in Chicago and out-of-town firms with Chicago offices, giving address and telephone numbers. Listed by product, duplicating many names under various products....2,000

49

Fairchild's Women's Wear Directory of New York. General edition. Fairchild Publishing Co., 8 East 13th St., New York, N. Y. Price, 10 cents.

Lists New York Manufacturers and Wholesalers and New York offices of out-of-town houses.
Women's and Misses' Coats and Suits Manufacturers....950
Sportswear Manufacturers....1,500
Dress and Costume Manufacturers....1,875
Children's Coat, Suit and Dress Manufacturers....1200
Infant's Apparel and Accessories Manufacturers....970
Women's and Children's Undergarment Manufacturers....1,600
Accessories Manufacturers....3,000

50

Chicago Women's Wear Directory. Semi-Annually, January and July; by Fairchild Publishing Company, 8 East 13th Street, New York, N. Y. Price, 25 cents.

Manufacturers, Jobbers and Wholesalers of Women's and Children's Wear in Chicago, and Out-of-Town Firms with Chicago offices, giving address and telephone number. Listed by product, duplicating many names under various products....7,820

51

Fairchild's List of Retail Stores, Men's Wear Edition. Fairchild Publications, 8 East 13th Street, New York, N. Y. Price, $15.

Dry Goods and Department Stores with men's and boys' clothing and furnishings departments. Listed geographically....4,366
Men's and boys' clothing and furnishing stores. Listed geographically....8,130

52

Fairchild's List of Retail Stores, Women's Wear Edition. Fairchild Publications, 8 East 13th Street, New York, N. Y. Price, $15.

Dry Goods and Department Stores with ready-to-wear, accessories, small wares and piece goods departments. Listed geographically....7,698
Specialty Shops handling women's and children's ready-to-wear and accessories. Listed geographically....5,424

53

Nugent's Directory. Semi-annually by Textile Publishing Co., 239 W. 39th St., New York, N. Y. Price, no charge to retail buyers.

53. Nugent's Directory. (Cont.)

New York Manufacturers of Women's Wear. Listed by product 8,750
New York Resident Buyers 400
Chicago Women's Wear Manufacturers. Listed by product 1,130
Store Equipment Manufacturers and Supplies 50

54

Economist Directory. Published semi-annually in January and July, by The Textile Publishing Company, 243 W. 39th Street, New York, N. Y. Gratis.

New York Directory of Ready-to-Wear and Department Store Merchandise, giving company name, street address and telephone number, classified by products. Consists of 975 pages, approximately 775 of which are listings.

55

Economist Directory of Infants', Children's and Juniors' Wear. Published semi-annually in January and July, by Textile Publishing Company, 243 West 39th Street, New York, N. Y. Gratis.

New York Manufacturers of Infants', Children's and Juniors' Wear, and names of resident buyers. 570 page book, with about 400 of them consisting of lists.

56

Sheldon's Manufacturing Trade of the United States. Published annually in February by J. S. Phelon & Co., 32 Union Square, New York, N. Y. Price, $3.00.

Manufacturers of Men's and Boys' Clothing, Ladies' and Children's Wear 10,000

57

Corset and Underwear Review Handbook and Directory. Published annually by The Haire Publishing Company, 1170 Broadway, New York. Price, $2.00.

Manufacturers of Corsets, girdles, brassieres, silk and rayon undergarments, etc., listed alphabetically, with main and branch offices, and trade marks of products 600
Manufacturers and distributors of everything that goes into the manufacture of the above mentioned products 780
Classified list of manufacturers and distributors of materials and accessories, alphabetically arranged according to product 3,000
Trade marks, brand names, etc. with products to which they are related, and firms which handle them 2,000
Corsetieres and Specialty Shops 3,000
Rated Dry Goods Stores 8,000
Manufacturers and Importers in the above lines in principal foreign countries 350

58

The American Hatter Pocket Directory. The American Hatter, 1225 Broadway, New York, N. Y. Price, $1.00, cash with order.

Manufacturers of Hats and Caps of all kinds, including wholesalers. Listed geographically 1750
Finishers and Renovators of all kinds of hats. Listed geographically 2,000
Miscellaneous lists such as manufacturers of hat sewing machines, sample trunks, jobbers and importers, and manufacturers and jobbers of Hatters supplies and accessories of every description for all branches of the industry. Listed geographically.

59

The American Hatter De Luxe Directory. The American Hatter, 1225 Broadway, New York, N. Y. Price, $15, cash with order.

Retail Hat Stores, also clothing, furnishing goods, and department stores which have men's hat departments, in the United States and Canada 25,000
Manufacturers of Hats and Caps of all kinds. Listed geographically 1,750
Finishers and Renovators of all kinds of hats. Listed geographically 2,000
Complete miscellaneous lists of all allied branches of the men's hat industry such as manufacturers of hat sewing machines, sample trunks, jobbers and importers, and manufacturers and jobbers of hatters supplies and accessories of every description for all branches of the industry.

COAL

60

McGraw-Hill Coal Mine Directory. McGraw-Hill Catalog and Directory Company, Inc., 475 Tenth Avenue at 36th Street, New York, N. Y. Published annually, available each March. Price, including delivery charges. 250 pages. Price, $15 per copy.

Coal Mining Companies, operating in the United States and Canada, listed alphabetically by states 3,000
Executives, Managerial and Operating Officials 10,000
Operating Data given for mines covers daily capacity, number of employees, kind of opening, thickness of seam, data on coal preparation, whether power is generated or purchased, electrical characteristics, etc. 5,000

61

Mac's Coal Directory and Buyer's Guide. Coal Information Bureau, Inc., Pittsburgh, Pa. 520 pages. Price, $10.

Coal Selling Companies, including Sales Agents, Operators, Wholesalers and Jobbers and giving officers and telephone numbers. Listed geographically 4,000
Same, listed alphabetically, giving main and branch offices 4,000
Officers in Coal Selling Companies, giving company and address 10,000
Coal Operating Companies, giving name of mine, railroad and shipping point, seam of coal, its preparation, cars daily and company selling output. Listed geographically 5,000
Same, listed alphabetically, giving state and county 5,000
Coal Shipping Mines of the U. S. Listed alphabetically 5,700
Coal Trade Names, giving source mines, and operating company 2,000
Coke Plants (Bee Hive), giving operating company, railroad, shipping point, sulphur content, preparation, tons daily and selling company. Includes only companies which manufacture coke for commercial purposes. Listed geographically 125
Coke Plants, (By-Product) giving name and address of coal purchasing agent, plant, railroad, shipping point, type of ovens, grades of coal used, grades of coke produced, percentage of product sold for commercial purposes, sales manager and selling agents. Listed geographically 108
Coal operating Companies, giving main office, purchasing agent, name of mine and shipping point. Listed geographically 5,000

62

Coal Dealers Blue Book. Published annually by The J. B. Sanborn Company, 330 So. Wells Street, Chicago. Price, $75.

Coal Mining copies in the U. S. and Canada 6,000
Wholesale coal and coke dealers in the U. S. and Canada 4,000
Retail coal and coke dealers in the U. S. and Canada 50,000
Manufacturing companies, buying coal in carload lots, in the U. S. and Canada 21,000

63
Retail Coal Dealers in the New England States. New England Coal Dealers' Association, 934, 141 Milk St., Boston, Mass. Price, $10.

COTTON SEED TRADE

64
International Cotton Buyer and Cotton Seller. Published annually by The Ginner & Miller Publishing Company, P. O. Box 444, Dallas, Texas. 900 pages. Price, $7.00 postpaid.

Cotton Mills in the U S.. with names of buyers, kind and quantity of cotton used, number of spindles, etc. Gives names of local or country buyers, strongest banks in each town in the South, and other information of value to the shipper, buyer, seller and spinner of cotton.

65
International Cottonseed Products Directory. Published annually by The Ginner & Miller Publishing Company, P. O. Box 444, Dallas, Texas. 400 pages. Price, $7.00 postpaid.

Names of managers and superintendents of Cottonseed Oil Mills in the U. S., with the number of cotton gins operated by each mill; Cottonseed Products Brokers and Dealers; Linter Buyers; Oleo, Soap and Fertilizer Factories; Felt and Mattress Manufacturers; Chemists; Cotton Compresses; Shortening Manufacturers; Peanut Oil Crushers, etc.

CREDITS

66
R. G. Dun & Co., Reference Books and Detailed Reports. R. G. Dun & Company, 290 Broadway, New York City. Published quarterly. Prices, based on character and extent. Supplied on request to any R. G. Dun & Company branch office.

Reference Book contains names, lines of business, and ratings as to capital and relative credit of all business houses in the United States and Canada.

67
Bradstreet's Book of Ratings. Volumes vary in area covered from the U. S. and Canada to individual states. Price depends on size of volumes and quantity of reports used. Supplied upon request from any Bradstreet office or The Bradstreet Company, Executive Offices, 148 Lafayette Street, New York, N. Y.

Business houses and ratings in the United States and Canada. Foreign rating books and reports covering business houses in all sections of the civilized world. Quarterly January, April, July and October 1st (in Western and Southern areas Spring and Fall books are published March and September 1st.)

68
Credit Manual of Commercial Laws. The National Association of Credit Men, 1 Park Ave., New York, N. Y. Price, $4.00.

Local Associations of Credit Men, giving names of officers but not members. Listed geographically 140
Credit Interchange Bureaus, giving officers and address 50
Adjustment Bureaus 75
Canadian Associations of Credit Men 12

69
Lyon Reference Book. (Furniture) Published semi-annually, January and July, by the Lyon Furniture Mercantile Agency, 258 Broadway, New York, N. Y. Price, $50 each.

69. **Lyon Reference Book. (Cont.)**
Geographical arrangement of Manufacturers, Retailers and Wholesalers of Furniture, Carpets, Upholstery, Bedding, Refrigerators, Stoves, Interior Decorations, House Furnishings, etc. Lists Department Stores carrying Furniture.

70
Reference Book of the Lumbermen's Credit Association. Published in March and September of each year, by the Association, 608 So. Dearborn St., Chicago, Ill. Not sold separately, but included with their credit service, the price of which varies according to the number of reports desired and the service required.

Manufacturers, Dealers, Wholesalers in the lumber and wood-working industry, covering all furniture factories, wood workers and other users of lumber ... 55,000

71
Shoe and Leather Rating Books. Published quarterly, January, April, July and October by The Shoe and Leather Mercantile Agency, Inc., 183 Essex Street, Boston, Mass. Price varies with service furnished to subscribers.

Names, addresses and ratings of manufacturers of boots, shoes and leather.

DENTISTS

72
Polks' Dental Register of the United States and Canada. (Latest edition 1928.) Publishers, R. L. Polk & Co., 431 Howard St., Detroit, Mich. Price, $25 per copy. Including delivery charges.

The Register lists dentists in U. S. and possessions, Canada and Newfoundland, giving office address, year and college of graduation, and population of place where practicing. Listed geographically, with alphabetical index 75,251
Dental Hygienists, Listed geographically 2,373
Dental Colleges 129
Dental Laboratories 48
Dentists connected with U. S. Army and Navy, Public Health Service and Veteran Bureaus. Manufacturers of dental supplies and equipment 232
Publication contains information pertaining to code of ethics of A. D. A.; dental association; laws governing practice of dentistry; dental journals, publication and books; clinics; industrial establishments; and hospitals.

DIRECTORS OF CORPORATIONS

73
Polk's (Trow's) New York Copartnership and Corporation Directory (Manhattan and Bronx). Published annually. R. L. Polk & Co. Inc., 524 Broadway, New York, N. Y. Price, $60.

Alphabetical arrangement of Corporations, Copartnerships, Registered and Unregistered Trade names and foreign firms doing business in Manhattan and Bronx Boroughs of New York City.
Gives the names of partners and special partners of each firm; the officers, capital and directors of the banks, business and manufacturing corporations and insurance companies, and the State under whose laws they were incorporated; registered and unregistered trade names and proprietors thereof; and the names of the New York representatives and agents of foreign firms doing business in New York with the locations of their home offices.

74
Polk's New York Copartnership and Corporation Directory (Brooklyn & Queens). R. L. Polk & Co. Inc. 524 Broadway, New York, N. Y. Price, $40.

74. Polk's New York Copartnership and Corporation, etc. (Cont.)
Alphabetical arrangement of Corporations, Copartnerships, Registered and Unregistered trade names and foreign firms doing business in the Boroughs of Brooklyn and Queens.

The only publication which gives the names of partners and special partners of each firm; the officers, capital and directors of the banks, business and manufacturing corporations and insurance companies, and the State under whose laws they were incorporated; registered and unregistered trade names and proprietors thereof; also foreign firms doing business in Brooklyn and Queens, with the location of their home offices and the names of their local representatives or agents.

75

Poor's Register of Directors of the United States and Canada. Poor's Publishing Co., 33 Broadway, New York, N. Y. Price, $45.

Business executives, in all lines, in United States, giving home and business address and business affiliations. Listed alphabetically 88,717
Same, in United States Dependencies 192
Same, in Canada 2,044
Business Executives, in United States and Canada, giving business addresses. Listed geographically 90,953

76

Poor's Manual. Poor's Publishing Co., 33 Broadway, New York, N. Y. Price, $100 for the complete sent of four Volumes.

Vol. 1. Annually in May.
Vol. 2. Annually in June.
Vol. 3. Annually in July.
Vol. 4. Annually in August.

Volume 1. Government, Municipal and Finance Volume. Government and municipal securities, banks, investment trusts, real estate mortgage, finance and insurance companies.

Volume 2. Industrial Volume—Industrial corporations, officers, directors and general office.

Volume 3. Public Utilities Volume. Public Utility corporations, officers, directors and general office.

Volume 4. Railroads Volume. Steam Railroads, officers, directors and general office.

77

Walker's Directory of Directors 1931-1932 Edition. 950 pages. Published bi-annually in January, odd numbered year. Walker's Manual, Inc., 576 Sacramento Street, San Francisco, California, Publishers. Price, $25 postpaid. Contains approximately 25,000 listings.

SECTIONS:—(*Listed alphabetically under firm name*)

California and state banks and trust companies 388
California building and loan associations 185
California corporations capitalized at $75,000 and over and principal corporations in other Pacific Coast states 3,262
California security dealers 307
Officers and directors of California and Pacific Coast corporations 20,000
Listed alphabetically giving addresses, principal corporate affiliations and occupations, and an itemized list of corporations in which offices or directorships are held.)

78

Directory of Directors in the City of Boston and Vicinity. The Bankers Service Company, 88 Broad St., Boston, Mass. Price, $15.

Officers, Directors and Trustees of Corporations, Banks and Institutions giving business address with list of business affiliations. Listed alphabetically 7,000

78. Directory of Directors in the City of Boston, etc. (Cont.)
Corporations, Banks and Institutions with a complete list of their officers, directors and trustees. Listed alphabetically 1,200
Bank and Corporation Attorneys in U. S. and Canada. Listed alphabetically 2,000

79

Directory of Directors in the State of Connecticut. The Bankers Service Company, 88 Broad St., Boston, Mass. Price, $15.

Officers, Directors and Trustees of Corporations, Banks and Institutions giving business address with list of business affiliations. Listed alphabetically 6,000
Corporations, Banks and Institutions with a complete list of their directors and trustees. Listed alphabetically 1,200
Bank and Corporation Attorneys in U. S. and Canada. Listed alphabetically 2,000

80

Directory of Directors in the City of New York. Directory of Directors Company, 26 Broadway, New York, N. Y. Price, $20 for 1930-1931 edition and for 1931-1932 edition out in October.

Directors and Trustees in Companies incorporated for $25,000 or more with general offices in greater New York City, giving business affiliations. Listed alphabetically 43,303

81

Corporation and Director Directory of Ohio. Ohio Corporation Directory Company, 1969 E. 55th St., Cleveland, Ohio. Price, $25.

Corporations in Ohio, giving directors, officers, agent, paid in capital and book value of same. Listed geographically 26,000
Directors and officers of corporations in Ohio, giving business affiliations. Listed geographically.

82

Directory of Directors in the State of Rhode Island. The Bankers Service Company, 88 Broad St., Boston, Mass. Price $10.

Officers, Directors and Trustees of Corporations, Banks and Institutions giving business address and list of business affiliations. Listed alphabetically 3,000
Corporations, Banks and Institutions with a complete list of their offices, directors and trustees. Listed alphabetically 1,000
Bank and Corporation Attorneys in U. S. and Canada. Listed alphabetically 2,000

83

The Directory of Directors. Thomas Skinner & Co., 330 Gresham House, Old Broad St., London, E. C. 2, England. Montreal Office: Castle Buildings, St. Catherine and Stanley Street, Montreal. New York Office: 280 Broadway. Price, $10 per copy, duty free.

Directors of the principal joint stock companies of the United Kingdom and the companies in which they are concerned, with vital information. Listed alphabetically 32,000

DOGS

84

Field Dog Stud Book. Annually by The American Field Publishing Company, 440 So. Dearborn St., Chicago, Illinois. Price, $6.00.

Register of names, colors, ages, pedigrees, sex, owners and breeders of dogs on the American Continent. 1930 edition contains registrations from No. 170,674 to No. 181,449 10,775

DRUGS AND CHEMICALS

85

Drug and Chemical Guide-Book. Annually by the Bureau of Economic Chemistry, 25 Spruce St., New York, N. Y., in cooperation with Chemical Markets, Price, $1.00.

Manufacturers and Suppliers of raw materials and containers used in manufacturing of all chemicals, dyeing, finishing and bleaching, tanning, glass and ceramics, paper, rubber, fertilizers, soap, rayon, paint, varnish and lacquers, etc. Listed by products 8,000
Drug, Chemical and Allied Industries, U. S., listed geographically 8,000

86

Druggists Circular Red Book. Semi-annually. The Druggists Circular, 12 Gold St., New York, N. Y. Free to subscribers to The Druggists Circular, which is $3.00 a year.

Names and addresses of manufacturers of drugs, chemicals and proprietary medicines, toilet articles, etc.

87

The Hayes Druggists' Directory and Commercial Reference Book. Annually by Edw. N. Hayes, 250 W. Lafayette Blvd., Detroit, Michigan. Price, $9.00.

Retail Druggists in U. S., giving credit ratings, numbers of stores and buying headquarters of chain organizations. Listed geographically 54,922
Wholesale Druggists in the U. S. Listed geographically 320
Wholesale and Retail Druggists in U. S. 56
Specialty Jobbers in U. S. 210

88

Topics Publishing Company 1931 List Book. Topics Publishing Company, 291 Broadway, New York, N. Y. Price, $2.50.

Wholesale Druggists 555
Chain Drug Store Headquarters 480
Department Stores, maintaining toilet goods or drug departments 1,908
Manufacturers Sales Agents 174
House to House Distributors 98
Window Display Installation Services 237

89

New Era Druggists Directory. Annually. D. O. Haynes & Co., 154 Nassua St., New York, N. Y. Price, $10.

Wholesale Druggists, U. S., Canada and U. S. Possessions 401
Retail Druggists, U. S., Canada and U. S. Possessions 63,842

90

American Pharmaceutical Association Year Book. Published by the American Pharmaceutical Association, E. F. Kelly, Secretary, 10 West Chase Street, Baltimore, Md. Latest edition March 1931. Price, $4.00.

Members in the Association, arranged both geographically and alphabetically 5,000

91

Chemical Engineering Catalog Distribution List. Annually in November by the Chemical Catalog Company, Inc., 419 Fourth Avenue, New York, N. Y. Sold as a part of the Chemical Catalog service.

91. **Chemical Engineering Catalog Distribution List. (Cont.)**

Production officials, chemical engineers and chemists active in the specification and selection of equipment and materials in more than thirty chemical process industries listed by industries and geographical divisions 20,000

92

Plastics Guide-Book. Annually by the Bureau of Economic Chemistry, 25 Spruce St., New York, N. Y., in cooperation with Plastic and Moulded Products. Price, $1.00.

Manufacturers and Suppliers of raw materials and equipment used in manufacturing plastics and moulded products. Listed by product 2,800

93

Annuaire Des Produits Chimiques et de la Droguerie. Published annually by Camille Rousset, 114 Rue et Place Lafayette, Paris, France. Classified Drug and Chemical Directory of the World.

DRY GOODS

94

Sheldon's Jobbing Trade and City Offices. J. S. Phelon and Co., 32 Union Square, New York, N. Y. Price, $3.00.

Jobbers in Dry Goods, Cloths, Tailors Trimmings, Furnishing Goods, Hosiery, Notions and Millinery, giving the names of resident buyers. Listed geographically 3,000

95

Sheldon's Retail Trade of the United States. Published annually on January 1, by J. S. Phelon & Co., 32 Union Square, New York, N. Y. Price, $5.00.

Representative Retailers of Dry Goods and Notions Department Stores, New York City Offices 1,600
Resident Buyers 100
Department Buyers 33,000

96

Buyer's Reference Book. Published annually in October by J. S. Phelon & Co., 32 Union Square, New York, N. Y. Price, $1.00.

Manufacturers of Dry Goods, Commission Merchants, Selling Agents and Importers 800

97

Phelon's Resident Buyers Book. Published annually on January 1, by J. S. Phelon & Co., 32 Union Square, New York, N. Y. Price, $4.00.

New York City Resident Buyers 600
The firms they represent 4,000

98

A. B. C. Directory of Notions, Fancy Goods and Small Wares. Published annually by The Haire Publishing Company, 1170 Broadway, New York, N. Y. Price, $2.00.

Manufacturers, Importers and representatives handling notions, fancy goods, small wares, art needlework, etc., with main and branch offices, complete lines carried, etc. 1,800
Products sold in the notion and art needlework departments, alphabetically arranged, with name of manufacturer, importer and manufacturer's representative

98. **A. B. C. Directory of Notions, Fancy Goods, etc. (Cont.)**

in the U. S. handling these lines 7,000
Trade Marks and brand names, with firms which handle them 4,000
Chain Stores in the U. S. handling notions and allied lines, with number of stores in chain, and buyer's name where available 360
Jobbers in the U. S. handling notions and allied lines, with buyer's name where available 1,500

EDUCATIONAL

99

Educational Directory (1931). United States Department of the Interior, Office of Education, Washington, D. C. Copies (Bulletin 1931 No. 1) secured from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. Price, 35 cents.

Principal State School Officers 1,029
County and other local superintendents of schools 3,487
Superintendents of public schools in cities and towns 2,824
Public-School Business Managers 169
Superintendents of Catholic parochial schools 81
Presidents of universities and colleges 658
Presidents of junior colleges 278
Heads of departments of education 623
Presidents of colleges and universities for Negroes 72
Presidents or deans of schools of theology 188
Presidents or deans of schools of law 143
Presidents or deans of schools of medicines 77
Presidents or deans of dentistry 42
Presidents or deans of schools of pharmacy 67
Presidents or deans of schools of osteopathy 7
Deans of schools of veterinary medicine 13
Deans of collegiate schools of commerce 88
Deans of schools of engineering 150
Presidents of Teacher-Training Colleges 142
Principals of State Normal schools 69
Principals of city public normal schools 25
Principals of private physical training schools 10
Principals of private nursery, kindergarten and primary training schools 24
Principals of private general training schools 21
Directors of summer schools of universities, colleges, and normal schools 727
Executive officers of state library commissions 41
Directors of library schools 33
State library associations 47
Educational boards and foundations 53
Church educational boards 20
Jewish educational organizations 8
International educational associations and foundations 38
American associations—educational, civic, and learned 843
National Congress of Parents and Teachers 50
Directors of educational research 146
Educational periodicals 267

100

College and Private School Directory of the U. S. Educational Aid Society, 168 No. Michigan Avenue, Chicago, Ill. Annually. Price, $6.00.

Universities, Colleges, Co-educational, Preparatory Schools 1,890
Boys' Preparatory Schools 520
Military and Non-Military Schools 134

100. **College and Private School Directory of the U. S. (Cont.)**

Camps for Boys 183
Women's and Girls' Colleges and Preparatory Schools 924
Camps for Girls 160
Normal & Kindergarten Training Schools 540
Schools of Physical Education, Technology, Law, Medicine, Engineering and applied Science, Agriculture, Horticulture, Forestry, Metallurgical, Theology, Law, Medicine, Osteopathy, Veterinary 1,628
Music, Art, Oratory, Elocution, Dancing 800
Industrial, Manual Training and Trade Schools, Automobile, Aviation, Watchmaking and Engraving 1,739
Private Schools for Defective, Nervous and Backward Children, Defective Speech 173
Language Schools, Library Schools and Training Classes 875
Domestic Science, Dressmaking, Millinery, Beauty Culture 57
Societies for Philanthropic Work 12
Training Schools for Nurses 88
Publishers and Business Firms which Supply the Wants of Educational Institutions 480
Public and Society Libraries 2,640
Schools and Colleges (all kinds). Alphabetically arranged 10,000
In all cases, except the alphabetical list, the name of dean, principal or head is given. Also general information concerning scope of.

100A.

Official Educational Directory of Oregon. Compiled by the Superintendent of Public Instruction. Apply to Department of Education, Salem, Oregon. Price, 50 cents.

101

Organization of State Departments of Education. Education Department, States. Professional Staff of State Departments of Education, Education Bulletin 17, 1925. Superintendent of Documents, Washington, D. C. Price, 10 cents.

102

Faculty Personnel of American Association of Collegiate Schools of Business. American Association of Collegiate Schools of Business, J. Anderson Fitzgerald, Secretary, Austin, Texas. Price, $3.50.

Member Schools, giving academic history, field of specialization and home address of members of faculty. Listed alphabetically 42
Faculty Members. Listed alphabetically 1,398

103

Patterson's American Educational Directory. American Educational Co., 314 W. Superior St., Chicago, Ill. Price, cloth $6.00; leather $7.50. All listed geographically.

Educational Systems of the States, giving officers attached to States Superintendents' Offices, State Boards of Education. State Education Associations, County Superintendents of Schools; all public, private and endowed schools and colleges, naming officials.
Universities, colleges and schools (residential) naming presidents, deans, and other heads. Listed by subject taught 5,500
Commercial Schools (residential) naming heads 800
Private Schools for the Deaf and Defective, naming heads 100
Libraries in U. S. naming librarian and giving number of bound volumes 4,000
All Schools in U. S. Listed alphabetically 6,000

104

Directory of Catholic Colleges and Schools. National Catholic Welfare Conference, Department of Education, 1312 Massachusetts Ave., N. W., Washington, D. C. 272 pages. Price, paper $2.50; cloth $3.50. 1930 Edition.

Seminaries, Major and Preparatory 187
Universities and Colleges, with statistics 163
Normal Training Schools, with statistics 77
Secondary Schools, with statistics 2,129
Elementary Schools 7,680

105

Private School Teachers. Porter Sargent, 11 Beacon St., Boston, Mass. First edition, 1930, 800 pages. Price, $6.00.

Brief Biographical Sketches with full academic and teaching records of teachers in private schools and summer camps, and executives who have to do with them 3,000

106

Private Schools. Porter Sargent, 11 Beacon St., Boston, Mass. Fifteenth edition 1930-31. 1,216 pages. Price, $6.00.

Private Schools; a review of their history, traditions, personnel and patronage 3,500

107

Summer Camps. Published by Porter Sargent, 11 Beacon St., Boston, Mass. Eighth edition, 1931, 850 pages. Price, $6.00.

Summer Camps for Boys and Girls, name of individual in charge 3,500

108

Accredited Higher Institutions. Office of Education, U. S. Department of the Interior, Washington, D. C. (Office of Education Bulletin 1930 No. 19). Copies may be secured from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. Price, 20 cents.

Accredited universities and colleges 245
Schools of architecture 26
Schools of journalism 21
Schools of library science 18
Schools of music 38
Accredited teachers' colleges 111
Approved law schools 71
Colleges of pharmacy 54
Collegiate schools of business 42
Approved medical schools 77
Accredited dental schools 31

109

Land-Grant Colleges and Universities. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies of this publication (Office of Education Bulletin 1930 No. 28) may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 15 cents.

Land-Grant Colleges, location, president 69
Agricultural experiment stations, directors 57
Land-Grant college broadcasting stations 19

110

Special Schools and Classes in Cities of 10,000 Population and More in the United States. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured from the Superintendent of Documents, Government Printing Office (Bulletin 1930 No. 7). Price, 10 cents.

Cities of 10,000 population and more having special schools, parental, trade, industrial, for subnormal and average children, for non-English speaking children, for gifted children, open air schools, for children with speech defects, for crippled children, sight-saving and deaf, epileptics, etc. 736

111

Statistics of Private Commercial and Business Schools. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Bulletin 1930 No. 25), from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 5 cents.

Private commercial and business schools, with enrollment of 100 or more students 441

112

Statistics of Public, Society, and School Libraries. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. (Office of Education Bulletin 1930 No. 37).

Public, society, and school libraries 11,000

113

Industrial Schools for Delinquents 1926-27. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Bulletin 1928 No. 10), from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 5 cents.

Industrial schools for delinquents, (receipts, expenditures, property, number of inmates, teachers, etc.) 159
Industrial schools for delinquents (having endowment funds) 23

114

Schools and Classes for the Blind 1926-27. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Bulletin 1928 No. 9) from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 5 cents.

Schools and classes for the blind, statistics, etc. 80

115

Schools for the Deaf 1926-27. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Bulletin 1928 No. 8) from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 5 cents.

Schools for the deaf, statistics, etc. 168

116

Schools and Classes for Feeble-Minded and Subnormal Children. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. (Office of Education Bulletin 1928 No. 5.) Price, 5 cents.

Schools and classes for feeble-minded and subnormal children, statistics, etc. 51

117

Accredited Secondary Schools in the United States. United States Department of the Interior, Office of Education, Washington, D. C. Copies of this publication, Office of Education (Bulletin 1930 No. 24) may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 25 cents.

Schools on State university or office lists 17,956

118

Statistics of Private High Schools and Academies. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Office of Education Bulletin 1929 No. 19) from the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 10 cents.

Private high schools and academies (1927-28) 848
Private high schools and academies for Negroes 30

119

Home Economics Instruction in Higher Institutions. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. (Pamphlet No. 3) Price, 5 cents.

Institutions offering home economics instruction 584

120

Organization and Functions of Research Bureaus in City School Systems. Office of Education, U. S. Department of the Interior, Washington, D. C. Copies may be secured (Leaflet No. 2). Price, 5 cents, from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Educational research bureaus in city school systems 118

121

Indiana School Directory. Prepared under the direction of Roy P. Wisehart, State Superintendent of Public Instruction. 325 page book. Copies furnished for 50 cents by Fort Wayne Printing Company, Fort Wayne, Indiana.

Gives names and addresses of trustee, superintendent, principal and teacher in every school in the state, arranged alphabetically according to township and county.

122

Public School Directory. (Texas) Published annually by the State Department of Education, Austin, Texas.

122. **Public School Directory. (Cont.)**

Gives name of Superintendent, Principal, Supervisor, President of Board and Secretary of Board for each school in the state, showing in what district and county school is located.

123

Negro Year Book. An annual encyclopedia of the Negro. 1931 edition. The Negro Year Book Company, Tuskegee Institute, Alabama. Price, $2.00 per copy postpaid. Contains valuable information on all phases of Negro life.

Negro Religious Organizations 54
Negro Secret and Fraternal Organizations 52
Negro National Organizations 41
Negro Y. M. and Y. W. C. A's 106
Negroes achieving scholastic distinctions, Phi Beta Kappas, Ph. D's., etc. 273
Directory of Negro Educational Institutions 309
Directory of Negro Banks and Insurance Companies 93
Directory of Negro Newspapers and Magazines 240
Directory of Negro Hospitals and Nurse Training Schools 190

ENGINEERS AND ENGINEERING

124

The Journal of Engineering Education Year Book. Published by the Society for the Promotion of Engineering Education, F. L. Bishop, Secretary, C/O University of Pittsburgh, Pittsburgh, Pa. Price, $1.00.

Names and Addresses of Members, alphabetically arranged 2,312
(Names in italics indicate representatives of the Society for their respective institutions for the year.)

125

American Society of Mechanical Engineers Year Book. Published in January by the American Society of Mechanical Engineers, 29 West 39th Street, New York, N. Y. Not sold. Distributed only to members.

Gives names and addresses of members, as well as various other information concerning that field.

126

Waterworks and Sewerage Catalog and Data Book. Published by the Gillette Publishing Company, 400 West Madison St., Chicago, Ill. Selected distribution.

Dealers and distributors, listed geographically, with names of firms whose products they handle 1,000
Other valuable data on the design, construction, operation and maintenance of water works and sewerage.

127

Road and Street Catalog and Data Book. Published by Gillette Publishing Company, 400 W. Madison St., Chicago, Ill. Selected distribution.

Dealers and distributors, listed geographically, with names of firms whose products they handle 2,000
Also gives latest standards and specifications and the most economical construction methods.

128

Ryland's Directory. Published biennially by Industrial Newspapers, Ltd., 49 Wellington Street, Strand, London, WC 2, England. 2,000 pages. Price 42s.

Covering all branches of the Coal, Iron, Steel, Tinplate, Metal, Engineering, Hardware and Allied Trades. Includes alphabetical, geographical and trade classifications.

EXPORT TRADE

129

Buyers for Export, in New York City. Published by Thomas Ashwell & Co. Inc., 20 Vesey Street, New York, N. Y. Price, $10.

Export Merchants, Export Commission Houses, Export Manufacturers' Agents and Resident Purchasing Agents for Foreign Companies 880
Company Members of the American Exporters and Importers Association 78
Officers and Directors of the Association (names and addresses) 14
Combination Export Managers and the Manufacturers they represent 81
Manufacturers Represented by Combination Export Managers 750

130

The Register of American Exporters. Published annually by the American Manufacturers Export Association, 401 Broadway, New York. Distribution limited. Free to members of the association and sent to any importer or exporter recommended by a member.

Name and address of company, cable address, in the U. S., with name and address of foreign representatives 878
Index to Products and trade names, with numerical reference to the company making that product.

131

Sheldon's Exporters' Reference Book. Published annually in June. J. S. Phelon & Co., 32 Union Square, New York, N. Y. Price, $5.00.

Commission Merchants 400
Representatives 100

FERTILIZERS

132

The American Fertilizer Hand Book. Annually by Ware Brothers Company, 1330 Vine Street, Philadelphia, Pa. Price on request. Contains seventeen directories as follows:

Agricultural Experiment Stations 59
Agricultural Extension Directors 59
Allied Fertilizer Trades (Personnel) 725
Allied Fertilizer Trades (Products) 450
Cottonseed Oil Mills 640
Fertilizer Manufacturers (Alphabetical) 715
Fertilizer Manufacturers (Geographical) 1006
Fertilizer Manufacturers (Personal) 1,188
Foreign Fertilizer Manufacturers 390
Packers and Renderers 650
Phosphate Rock Miners 50
State Chemists 54
State Fertilizer Control Officials 54
Sulphuric Acid Manufacturers 90
Superphosphate Manufacturers 106
The National Fertilizer Association (Members) 218
The National Fertilizer Association (Officers and Committees) 200

FINANCIAL

133

Security Dealers of North America. Semi-annually by Herbert D. Seibert and Co., 126 Front St., New York, N. Y. Price, $6.00.

Security Dealers in United States, giving class of securities handled, branches, officers, etc. Listed geographically 12,000
Same, in Canada 1,200

134

Walker's Manual of Pacific Coast Securities 1931 Edition. Published every June since 1909 by Walker's Manual, Inc., 576 Sacramento Street, San Francisco, California. 1,100 pages. Price, $10 postpaid.

Lists alphabetically by sections (San Francisco banks, Los Angeles clearing house banks, public utilities, general corporations, sugar corporations, oil corporations) approximately 1,200 principal Pacific Coast and Hawaiian corporations with securities (stocks, bonds and notes) outstanding in the hands of the public. Gives officers, directors, and description of type of business done.

135

Moody's Analyses of Investments. Moody's Investor's Service, 65 Broadway, New York, N. Y. Price, $30 per volume.

Vol. 1. Governments and Municipals
Vol. 2. Banks and Finance Companies
Vol. 3. Industrials
Vol. 4. Public Utilities
Vol. 5. Railroads
Supplemented weekly

FISH AND SEA FOOD

136

Salmon Packers Register. Published by Pacific Fisherman, 71 Columbia St., Seattle, Wash. Price, delivered, $5.00.

Salmon Packers, arranged alphabetically, geographically and by districts. Alphabetical list of Clam Packers, Packers Brands and Labels, Brokers Brands and Labels.

(FOODS) GROCERIES

137

Thomas' Wholesale Grocery and Kindred Trades Register. By Thomas Publishing Co., New York, N. Y. Price, $10.

Wholesale Grocers in U. S. with key to type of business and population of towns. Listed geographically 5,809
Same, in Canada and Newfoundland 406
Same, in Cuba and Porto Rico 556
Grocery Brokers and Manufacturers' Agents in U. S. and Canada 3,211
Same, in Cuba, Porto Rico, Mexico and Europe 148
Grocery Chains, giving buying headquarters of all chains of 5 or more stores, showing number of stores in each chain, and names of individual buyers, with key to type of store 721
Chain Organizations of Independent retail grocers 226
Wholesale Dealers in Provisions, Meats, etc., in U. S. 418
Wholesale Produce Dealers in fruits, vegetables, butter, cheese, poultry. Selected list 3,287
Wholesale Flour, Feed, etc., Jobbers, Brokers and Exporters 893
Exporters and Importers of Feed Products 650
Fancy Retail Grocers. Selected list 435
Department Stores handling Groceries 275
Wholesale Bakers 1,329

137. **Thomas' Wholesale Grocery and Kindred Trades, etc. (Cont.)**

Wholesale and Manufacturing Confectioners of U. S. 2,350
Importers, Roasters, Grinders and Jobbers of Coffee, Tea and Spices largely in addition to list of Wholesale Grocers 1,400
Producers of Fish, cured, etc., in addition to list of Wholesale Grocers 450
Canned Foods Packers 2,800
Producers of Dried Fruits 450
Flour Mills 500

138

Sugar Manuals. A. B. Gilmore, Publisher, P. O. Box 771, New Orleans. For Louisiana, Price, $5.00, delivered; for Porto Rico-Santo Domingo, Price, $10, delivered; for Cuba, Price, $10, delivered; for Hawaii, Price, $10, delivered.

Louisiana Sugar Manual—Sugar Companies 110
Factory and Field Officials 276
Cane Growers 870
Porto Rico Sugar Manual—Sugar Companies, Company Executives, Factory and Field Operatives; Buyers 559
Cuba Sugar Manual—Sugar Companies, Company Executives, Factory and Field Operatives, Buyers 926
Hawaii Sugar Manual—Sugar Companies, Company Officials, Factory and Field Operatives (Managers, Engineers, Factory Superintendents, Agriculturists, Office Managers, Field Superintendents) Purchasing Agents, Hospital Doctors and Store Keepers 750

FOUNDRY

139

Penton's Foundry List. Penton Publishing Co., 1213 West Third Street, Cleveland, Ohio. Price, including delivery, $25.

Lists all foundries in the United States and Canada, with departments operated and types of production.

United States—all foundries 5,425
Canada—all foundries 494
United States and Canada—Gray Iron Foundries 3,970
United States and Canada—Exclusive Nonferrous Foundries 1,479
United States and Canada—Malleable Iron Foundries 182
United States and Canada—Steel Foundries 374
United States and Canada—Electric Steel Foundries 230
United States and Canada—Foundries Melting Aluminum 2,499

FRATERNAL ORGANIZATIONS

140

Standard Masonic Directory for St. Louis and St. Louis County, Mo. Standard Masonic Directory Co., 105 S. Ninth St., St. Louis, Mo. Annually. Free to all advertisers.

FRUITS AND VEGETABLES

141

Produce Reporter Company's Blue Book. Produce Reporter Company, 1425 So. Racine Ave., Chicago, Ill. Annually with quarterly supplements, $85 a year.

Complete list of shippers, receivers, commission merchants, brokers, jobbers, wholesale and retail grocers and general merchants who are wholesale handlers of fruits and vegetables.

FURNITURE

142

Buyer's Guide. National Retail Furniture Agency, 314 Murray Building, Grand Rapids, Mich. Published January and July. Price, $3.00 a copy.

Manufacturers of Furniture, Bed Springs and Mattresses in United States, giving address, products and key to sales policy. Classified commodity listings confined to advertisers. Complete listing in alphabetical arrangement 2,500

143

Directory of Furniture Manufacturers. Published annually by the Periodical Publishing Company, 200 Division Ave. N., Grand Rapids, Mich. Price, $3.00.

Manufacturers of Furniture in the U. S. and Canada, classified by product, etc. 4,450
Retail Furniture and Homes furnishings lines, classified by towns, states and capital ratings 45,000
Material Market Service for both manufacturers and retail furniture stores—for information write Research Bureau of Periodical Publishing Company.

FURS

144

The Fur Trade Directory. Annually. Mrs. Julian C. Austrian Corp., 224 West 30th St., New York, N. Y. Price, $2.00.

The oldest directory of its kind in the world (U. S., Asia, Australia, Canada, Europe, Latin America, Mexico).

GIFTS AND ART WORK

145

The Gift and Art Shop Buyers' Directory. Annually by Andrew Geyer, Inc., 260 Fifth Ave., New York, N. Y. Free with subscription to The Gift and Art Shop, 12 issues, $3.00 per year.

Manufacturers, Jobbers, Importers and Sales Representatives of Gifts, Greeting Cards, Art Novelties, etc. Listed alphabetically, also under product 2,500

146

American Art Annual. American Federation of Arts, Barr Building, Farragut Square, Washington, D. C. Price, $7.50.

Art Dealers with classified Trade Listings. Listed geographically 390

GLASS AND POTTERY

147

Glass Factory Directory. National Glass Budget, 405 Granite Bldg., Pittsburgh, Pa. A copy of this Directory is given free of charge to all subscribers for the "National Glass Budget." Annual subscription $3.00.

The Directory contains the names and location of manufacturers of all kinds of glass and glassware including tableware, lighting glassware, specialties, bottles and containers, window glass, plate glass, rolled and wired glass and laminated glass. Other data included in the Directory gives list of officers of the various companies and character of ware manufactured.

148

Pottery and Glass Directory and Buyers' Guide. Published annually by the O'Gorman Publishing Company, 160 Fifth Ave., New York, N. Y. Price, $1.00.

148. Pottery and Glass Directory and Buyers' Guide. (Cont.)

Firms engaged in the China, Pottery, Glassware and Lamp Industries, alphabetically arranged 950
Firms having factory or showrooms in New York 785
Manufacturers of Pottery, Glass, Lamps, etc. and supplies 750
Importers of China, Earthenware, Glass, Art Wares, etc. 576

149 GRANITE, MARBLE AND BRONZE

Retail Dealers' Guide. Published by Granite, Marble & Bronze, 475 Main Street, Cambridge, Mass. Annually. Free to subscribers to Granite, Marble & Bronze which is $2.00 a year.

Names and Addresses of Manufacturers and Producers of Granite, Marble and Bronze for monumental purposes, U. S. and Allied Trades, such as Machinery and Supplies necessary for the production and manufacture of monumental material 900

150 HARDWARE

Hardware Age Verified List. Hardware Age, 239 W. 39th St., New York, N. Y. Price, $15.

Hardware Wholesalers, in U. S. giving capitalization, territory covered, number of traveling salesmen, key to lines handled and name of buyer in some cases. Listed geographically 720
Same, in Canada 75
Retail Hardware Stores in U. S., with key to volume of business 36,751
Same, in Canada 3,377
Hardware Chain Stores in U. S. and Canada, giving central store, number and location of branches. Listed geographically 247
5c, 10c, 25c, to $1.00 Syndicates, giving number of branch stores, buying office, and hardware buyer. Listed alphabetically 50
Wholesale Distributors of Mill, Steam Mine and Machinery Supplies. Listed geographically 1,900
Jobbers of Automobile Accessories in U. S. and Canada. Listed geographically 1,700
Manufacturers Agents Handling Hardware and Kindred Products. Listed Geographically 700
Sporting Goods Wholesalers in U. S. and Canada. Listed geographically 1,000
Mail Order Houses. Listed geographically 40
Plumbers and Tinners Supply Jobbers. Listed geographically 1,375
Radio Apparatus and Parts Jobbers in U. S. and Canada. Listed geographically 1,000

151

Directory of Hardware Dealers in North and South Carolina. Hardware Association of the Carolinas, 804-806 Commercial Bank Building Charlotte, N. C. Price, $3.00.

Wholesale and Retail Hardware Dealers in North and South Carolina, listed alphabetically 800

152

American Wholesale Hardware Directory. Edward G. Baltz, 1701 Arch St., Philadelphia, Pa. Price, delivered, $2.50.

Hardware Jobbers in United States and Canada, with names of buyers, 56 lines of goods sold, capital stock, territory covered, per cent wholesale, number of traveling men 673
Heavy Hardware Jobbers in United States. Listed geographically 486
Department Stores of U. S. that sell Hardware and House Furnishing Goods, with names of many buyers. Listed geographically 591

152. American Wholesale Hardware, etc. (Cont.)

Manufacturers' Agents of United States and Canada, with lines of goods handled. Listed geographically 337
New York City Exporters who export Hardware 100

153 HORTICULTURE

The Horticultural Trade Directory. A. T. De LaMare Company, Inc., 448 West 37th St., New York, N. Y. Price, paper, $4.00; cloth, $5.00; postpaid.

A Composite list of the following, with key to kind of business. Listed geographically.

IN UNITED STATES

Retail Florists 14,543
Growers 12,165
Nurserymen 7,388
Wholesale Florists 3,790
Seedsmen 2,881
Landscape Architects 1,533
Supply Houses 1,384

IN CANADA

Retail Florists 874
Wholesale Florists 517
Growers 408
Nurserymen 150
Seedsmen 68
Supply Houses 43
Landscape Architects 28
(These Figures include duplications in case firms engage in more than one branch of business.)

154 HOSPITALS AND HOSPITAL EQUIPMENT

Modern Hospital Year Book. Published annually by The Modern Hospital Publishing Company, 919 North Michigan Avenue, Chicago, Illinois. Price, $2.50.

Firms whose products or services are of interest to hospitals and hospital people 1,900

155 HOTELS

A. A. A. Official Hotel Directory. American Automobile Association, Washington, D. C. Price, 50 cents.

Hotels, with number of rooms, baths and rates. A. A. A. Hotels featured service. U. S., Canada, Mexico, listed geographically 10,000

156

A. A. A. Recreational Directory. American Automobile Association, Washington, D. C. Price, 50 cents.

Selected list of resorts, dude ranches, hunting and fishing lodges, tourist camps. Mostly in U. S. Listed geographically 5,000

157

The Official Hotel Red Book. Published annually by the American Hotel Association Directory Corporation, 221 West 57th Street, New York, N. Y. 1,000 pages 9 x 5 3-4 inches. Price, $5.00 a copy.

Important hotels, giving plan of operation, rates, name of proprietor or manager in U. S. and Canada 20,000

158

Gehring Hotel Directory. Semi-annually by the Ahrens Publishing Company, 40 E. 49th St., New York, N. Y. Price, 50 cents per copy.

Hotels over 25 rooms in size in U. S. and Canada, giving rates, number of rooms, plan and season of operation. Listed geographically 20,000

159

Leahy's Hotel Guide and R. R. Distance Maps of America. Semi-annually, January and July. American Hotel Register Co., 228 W. Ontario St., Chicago, Ill. Price, $5.00.

Hotels in the United States and Canada with rates and number of rooms 21,200

INSURANCE

160

Unique Manual Digest. Annually in May by The National Underwriter Co., 420 E. Fourth St., Cincinnati, Ohio. Price, $4.00.

Established Legal Reserve Life Insurance Companies, showing officers, date of organization, field of operation, leading policies, etc. 450

161

Underwriters' Hand Book. National Underwriter Co., 420 E. Fourth St., Cincinnati, Ohio. $7.50 each. Individual hand books for the following issued annually: Alabama; Arkansas-Oklahoma; Colorado-Wyoming-New Mexico; Florida; Georgia; Kansas; Maryland-Delaware-Dist. of Columbia; Nebraska; No. and So. Dakota; and West Virginia. Individual hand books for the following issued biennially: City of Chicago; Illinois; Indiana; Iowa; Michigan; Minnesota; Ohio; Wisconsin.

Alphabetical list of agents with the companies they represent; companies doing business in the state, with their state, special and general agents, officers, etc.

162

Fraternal Compend-Digest. National Underwriter Company, 420 East Fourth Street, Cincinnati, Ohio. Annually. Price, $3.00.

Alphabetical list of all important fraternal beneficiary societies in the U. S. and Canada, with names of officers 275

163

Argus Fire Chart. National Underwriter Company, 420 East Fourth Street, Cincinnati, Ohio. Annually. Price, 75 cents.

Fire Insurance Companies with names and addresses of officers 1,100

164

Argus Casualty and Surety Chart. National Underwriter Company, 420 East Fourth Street, Cincinnati, Ohio. Annually. 75 cents.

Casualty and Surety Organizations, with names of officers 800

165

Insurance Almanac and Who's Who in Insurance—1931. Annually by The Weekly Underwriter, 80 Maiden Lane, New York, N. Y. Price, $3.00.

A 300 page book, listing all classes of companies in the business, addresses, names of officers and directors, agents, attorneys, as well as general information about the business.

166

Insurance Directories. Published by The Insurance Field Company, 405 South Fourth Street, Louisville, Kentucky. Price, including delivery charges, $5.00 each.

The following directories contain names of all stock fire and casualty companies and legal reserve life insurance companies licensed in that State; managers, state and special agents of all companies listed and directory of every insurance agency in the State with the companies they represent, listed by cities. The Kentucky and New York State Directories are published yearly; the remainder, every other year.

New York State, Agencies Listed 3,500
Kentucky, Agencies Listed 1,200
Tennessee, Agencies Listed 950
Virginia, Agencies Listed 1,150
North and South Carolina, Agencies Listed 1,300
Texas, Agencies Listed 5,000
New Jersey, Agencies Listed 3,700
Greater New York, Agencies Listed 1,000

167

Insurance Year Book. The Spectator Company, 243 West 39th Street, New York, N. Y. Published annually, July. Price, each volume $20; any 2 volumes $35; set of 3, $50.

Vol. I. The Life Insurance Volume Contains the Following Lists

Reports of every stock and mutual life insurance company transacting business in the United States, showing the name of the company, local address, city and state as well as the officers and directors of said company 415

Compendium of Official Life Insurance Reports being an analysis of the statements for the year 1930 of all life insurance companies in the United States, showing in detail their business and financial standing, together with increases or decreases as compared with the previous years 385

Statutory requirements being a synopsis of the statutory requirements of the several States and the territories as that applied to the legal reserve Old Line Life Insurance Companies of the various states 50

List of Life Insurance by States showing the States in which the company operates 460

Directors of assessment life and fraternal organizations showing the local address, state in which they domiciled, as well as the name of the president and secretary 2,250

List of life, fire and miscellaneous companies licensed to do business in Canada 310

Statistics of foreign companies showing the name and location of companies, character of business and the name of the manager or secretary 610

List of actuaries being the list of persons engaged in actuarial pursuits in conwell as the local address 116

List of actuaries being the list of persons engaged in actuarial pursuits in connection with life insurance companies, insurance departments, or independently throughout the United States and Canada 762

Insurance Classes being list of universities, colleges and insurance societies conducting insurance educational courses 155

List of Companies failed or retired since the inception of life insurance companies 1,805

Insurance Agents—a directory of agents reporting all branches of insurance in principal cities and towns of United States and Canada 52,000

Vol. II. Fire Insurance Volumes Contain the Following Lists

Reports of American stock mutual and foreign stock companies as well as reciprocal and Lloyds organizations showing the cities and states in which they were organized, as well as officers and directors 1,035

List of fire insurance companies that have failed, retired and merged being a list of joint stock and mutual fire and marine insurance companies and Lloyds that

167. Insurance Year Book. (Cont.)

have failed or retired from business, or merged with other companies in the United States 2,747
Universities, colleges and insurance societies showing all American companies transacting business in foreign countries 107
Underwriter organizations being a list of national and state organizations of fire underwriters and the name of their chief officers; also the names of the officers of the local boards in many of the more important cities 613
Fire Insurance rating bureaus being a list of organizations engaged in the making of rates for fire insurance companies—sectional or state or local 64
Notable Conflagrations in the World's History being a list compiled from various sources of some of the more important fires of history comprising those most notable 361
Companies Guaranteeing Underwriters Agency 167
Directory of British fire and marine insurance companies showing the name and location of company, character of business, and name of manager or secretary 610
Directory of agents reporting all branches of insurance in principle cities and towns in United States and Canada 52,000
List of independent fire adjusters whose services are vailable to fire insurance companies 2,000
Fire Department and Water Supply is the title of a department in which is given extensive information as to the fire protection of 5,458 towns of 750 to 2,000 population in the United States and Canada 51,000
A list of attorneys and counselors specializing in insurance matters 5,500
List of Medical Examiners specially qualified to handle insurance cases 2,206

Vol. III. The Casualty Surety and Miscellaneous Insurance Volume Contains the Following Lists

Reports of casualty surety and miscellaneous insurance companies as to local office of company, city, state, as well as to the officers and directors 748
A list of companies operating in the various states and showing the premiums received and losses paid by the various casualty surety and miscellaneous insurance companies, each branch of business being classified separately 370
List of retired American casualty surety and miscellaneous insurance companies that have failed or retired since organization of their business 2,106
A List of Casualty surety and miscellaneous underwriters associations being a list of mutual and state organizations of casualty underwriters associations and the name of their chief officers, also name of the officers of the local boards in many of the more important cities 128
Members of the Casualty Actuarial Society being a list of persons engaged in actuarial pursuits in connection with casualty insurance companies, insurance departments or independently throughout the United States 580
List of miscellaneous, Canadian and British companies operating through Canada 315
Colleges, Universities and Societies conducting insurance classes 155
Directory of insurance Agents being a directory of agents reporting all branches of insurance in principle cities and towns in the United States and Canada 52,000
Attorneys and Counselors specially qualified to handle insurance cases being a list of names of the more competent insurance attorneys, supplied by underwriters who have had satisfactory dealings with them, with a few others who have given special attention to insurance law 5,000
Medical directors specially qualified to handle insurance cases 2,200

INTERIOR DECORATING

168

Hand Book of the Allied Interior Decorative Trades. Annually by Clifford and Lawson, Inc., 373 Fourth Avenue, New York, N. Y. 500 pages. Price, $1.00.

Manufacturers, Importers, Jobbers and Artisans classified into 863 subjects of interest to the interior decorative trades 2,211
Trade Names of Upholstery and Decorative Fabrics 3,820

168. Hand Book of the Allied Interior Decorative Trades. (Cont.)

Trade Names of Floor Coverings 1,492
Branch Offices of Wholesale Firms in 55 Cities 981
Jobbers and Importers of Fabrics, geographically listed 174
Also information on upholstery and drapery textiles; curtains, fabrics, floor coverings and wall paper.

IRON AND STEEL

169

Standard Metal Directory. Published by Atlas Publishing Company, 150 Lafayette Street, New York, N. Y. Price, $10.

Iron-Steel-Metal Manufacturers. General descriptive list with officers and purchasing agent 8,000
Scrap Iron Brokers and Yard Dealers 2,300
Pipe, Tubes and Couplings 400
New Metal Brokers 300
Rail Dealers, new and relaying 250
Brass Foundries 4,500
Brass and Copper rolling mills 150
Galvanizing Plants 400
White Metal Smelters and Dealers 2,000
Scrap Metal Dealers 1,800

170

Directory of Iron and Steel Plants. Blast Furnace and Steel Plant, 108 Smithfield Street, Pittsburgh, Pa. Price, $10 postpaid. Corrected monthly.

Gives the names of executives and operating officials of every iron and steel plant in the United States and Canada.

171

Directory of Iron and Steel Works of the U. S. and Canada. American Iron and Steel Institute, 75 West Street, New York, N. Y. Issued at approximately four-year intervals, latest edition 1930. Price, $15.

Alphabetical list of companies, giving names of officers, geographical list of blast furnaces; manufacturers of Ferro-Alloys and Pig Iron in electric furnaces, steel ingots, steel castings, and rolling mills; manufacturers of various products, alphabetically arranged under the groups.

JEWELRY

172

The Jewelers' Circular Buyer's Directory. Annually by the Jewelers Publishing Corporation, 239 W. 39th St., New York, N. Y. Price, $1.00

Manufacturers, Importers and Wholesalers in the Jewelry and kindred trades. Listed by product 7,600

173

Manufacturing Jewelers' Board of Trade. 413 Turks Head Bldg., Providence, R. I. No charge for a satisfactory purpose.

List of Members with addresses, U. S. 400

KNIT GOODS

174

Davison's Knit Goods Trade. Davison Publishing Company, 50 Union Square, New York, N. Y. Price, office edition, $6.00; handy edition, $5.00 prepaid.

174. **Davison's Knit Goods Trade. (Cont.)**

Knitting Mills of all kinds. Listed geographically 2,452
Knitting Yarn Spinners, with complete details 792
Knitting Yarn Dealers 657
Buyers Guide to Knitting Mill Machinery, Supplies and Services, firms listed 551
Silk Importers and Dealers 809
Waste Manufacturers and Dealers 1,087
Dyers and Finishers 287
Manufacturers Agents 594
Mills with Dye Houses 613
Chain Store Organizations 760
New York Salesrooms of Mills 784
Wholesalers of Knit Goods 1,981
New York Buyers. Listed alphabetically, also by streets 217
Exporters of Knit Goods 115
Department Stores, giving buyers for hosiery and knit departments 2,013
Brands and Trade Marks 691
Knitting Mills, listed by products made 2,452
Alphabetical list of all mills 2,452

175

American Directory of the Knitting Trade. Now combined with the official American Textile Directory which carries all of the specialized information covering the knitting trade, formerly obtained through the American Directory of the Knitting Trade.

LAUNDRIES

176

Laundry Trade Directory. Starchroom Publishing Co., 415 Commercial Square, Cincinnati, Ohio. Annually, January. Price, $15.

(Geographical arrangement)

Power Laundries 8,200
Hotel and Institution Laundries 3,148
Linen Supply Establishments 710

177

Laundry Owners National Association. Names and addresses of members in the association furnished by L. A. Peck, general manager of the association, Joliet, Illinois. Price, $1.00.

LEATHER

178

The Pocket Directory of Leather Manufacturers for 1931. Shoe and Leather Reporter, 210 Lincoln St., Boston, Mass. Price, $3.00.

Leather Manufacturers in United States, giving location of factories, members of firm, capital stock, character of output, names of buyers, brand names of leather, capacity of plants, method of distribution. Listed geographically 606
Same in Canada 88
Same in New Brunswick 2
Same in British Columbia 2
Same in Nova Scotia 3
Same in Manitoba 4
Leather Manufacturers, in U. S. and Canada giving offices in leading cities and representatives. Listed alphabetically 883

LEGAL

179

Fisher's Probate Law Directory. Published by Fisher's Probate Law Directory, 102 North Broadway, St. Louis, Mo. Price, without listing, $5.00.

Attorneys in the U. S. specializing in Probate Law 5,000

180

Martindale-Hubbell Law Directory. Published by Martindale-Hubbell Law Directory, Inc., 1001 Park-Murray Bldg., 9 Park Place, New York, N. Y. Price, $25.60.

Complete list of the Bar of the United States, Canada, and Newfoundland, giving street address in large cities. Listed geographically, with ratings for legal ability, local standing and other information of importance in the selection of counsel 155,000
Patent Attorneys, listed geographically 5,500
Lawyers of Foreign Countries. Listed geographically 800
Also a digest of laws for each State, Canada and foreign countries. Court calendars of each State, etc.

181

Attorneys List. United Fidelity and Guaranty Company, South, Water & Commerce Streets, Baltimore, Md. Bi-annually, with quarterly supplements. $30 includes $5,000 bond for any attorney in the U. S. or Canada whose name is published in the list or supplements, as well as miscellaneous forms and supplies for use in the legal handling of collections.

Attorneys, with names and addresses, geographically arranged 4,000
Attorney for each city and town in the U. S. and Canada or if none in the town, the nearest is given and the number of miles to that town.
Agents, having judicial power of attorney representing the bonding department of the U. S. Fidelity & Guaranty Co. geographically arranged 4,200

182

Rand McNally List of Bank Recommended Attorneys. Rand McNally & Co., 536 So. Clark St., Chicago, Illinois. (Sent free to forwarders of legal matters.) Published semi-annually, March and September.

183

The Mercantile Adjuster. The Mercantile Adjuster Publishing Company, Inc., 10 S. La Salle St., Chicago, Ill. Price, $5.00 for six bi-monthly issues.

Attorneys in the United States, Canada and foreign countries. (These attorneys are especially equipped to handle and are recommended, for bankruptcies, litigations and all branches of Commercial Practice by the publishers.) Listed geographically 5,000
Banks in the United States, Canada and foreign countries. (These are recommended for the handling of commercial paper.) Listed geographically 5,000

184

American Bar. Published annually by The James C. Fifield Company, 1645 Hennepin Avenue, Minneapolis, Minn. Price, $30.

A Biographical Directory of Contemporary Lawyers in the United States and Canada.

185 LUGGAGE

Buyer's Guide. Published annually by the Trade Journal Co., Inc., 250 Fifth Ave., New York, N. Y. Price, $2.00.

Wholesale manufacturers and supply houses in the Trunk, Leather Goods and Luggage Trades in the United States and Canada, classified alphabetically according to products. Approximately 1,500

186 LUMBER

Abbey's Register of the Western Logging, Lumber, and Wood Using Industries. Industrial Service Co., 819 Terminal Sales Bldg., Portland, Oregon. Annually. Price, $10, including quarterly correction service.

Associations; complete list of officers and members affiliated with the various branches of the industry.
Saw Mills; personnel, capacity, equipment, product, etc. 2,043
Planing Mills; exclusive of those operated by sawmills 1,804
Wood-workers; sash and door, veneer furniture, frame, fixture, cabinet, and door manufacturers and others using wood 1,782
Box Factories, including all makers of boxes, crates, shooks, etc. 261
Pulp and Paper Mills; personnel, output, type of mill, product, etc. 68
Shingle Mills; personnel, number of machines operated, etc. 368
Logging Operations; personnel, type of operation, equipment, etc. 1,321
Wholesale Lumber Dealers 782
Lumber Exporters 90
County Engineers, Commissioners, Supervisors, etc. in Western States 665
Machine Shops, operated by logging and lumber companies 564
Company's general stores operated by the sawmills 216
Company's hotels and boarding houses, operated by sawmills for employees 296
Camp Mess or Boarding Houses, operated by Logging companies 487
Camp Commissaries, logging camps selling merchandise to employees 627

187

Directory of the Lumber Industry. The Timberman, Spalding Bldg., Portland, Oregon. Annually. Price, $5.00.

Sawmills; Pacific Coast States, Alaska, Canada, and Philippines; giving personnel 1,026
Logging operations, same territory, with personnel 540
Box Factories; Pacific Coast States, Alaska and Canada; with personnel 255
Shingle Mills; Pacific Coast States and Canada; with personnel 200
Veneer Plants; Pacific Coast States and Canada; with personnel 65
Pulp and Paper Mills; Pacific Coast States and Canada; with personnel 50
Export Lumber Companies; Pacific Coast States and Canada; with personnel 56
Alphabetical list of Personnel in the Industry on the Coast 5,000
Wood-working plants; Pacific Coast and Canada 750
Wholesalers, Pacific Coast and Canada 500

188

Directory of American Saw Mills. Superintendent of Documents, Washington, D. C. Published by the Bureau of Foreign and Domestic Commerce, Washington, D. C. Price, 25 cents.

189

Southern Lumberman's Directory of American Saw Mills and Planing Mills. Southern Lumberman, Presbyterian Bldg., Nashville, Tenn. Annual. Price, $20.

Geographical arrangement of firms; kind of lumber produced by each is indicated.

190 MACHINE SHOPS

Penton's Machine Shop Directory. Penton Publishing Co., 1213 West Third St., Cleveland, Ohio. Price, including delivery, $25.

Leading manufacturers operating machine shops, railroads, contract and repair machine shops 5,544
Names are listed for more than 42,000 positions in this comprehensive directory.
Vice Presidents 4,819
Presidents 4,717
Secretaries 4,126
Purchasing Agents 4,092
Treasurers 4,061
General Managers 3,558
General Superintendents 3,129
Machine Shop Superintendents 2,745
Chief Engineers 2,132
Master Mechanics 1,535
Designing Engineers 1,291
Storekeepers 1,185
Chief Draftsmen 1,043
Tool Room Foremen 1,000
Over 2,500 other individuals hold 243 different positions from assistant president to foreman. 5,329 Companies Operate:
Manufacturing Organizations 3,277
Maintenance Shops 1,608
Contract Machine Shops 340
Railroads 104
3,088 Companies Report Following Capitalization:
Over $1,000,000 for 450
From $500,000 to $1,000,000 for 259
From $100,000 to $500,000 for 1,154
Under $100,000 for 1,225

191 MANUFACTURERS

Thomas' Register of American Manufacturers. Thomas Publishing Co., 461 Eighth Ave., New York, N. Y. 4,700 pages 9 x 12. Price, $15.

Manufacturers in U. S. Listed by products and kinds of product (more than 70,000) with alphabetical index. Total listings exceed 300,000
Selected Manufacturers in U. S. giving home offices, branches, affiliations, succeeding concerns, cable addresses. Listed alphabetically 55,000
Also leading trade names, brands, etc., alphabetically arranged with names of manufacturers; list of banks, boards of trade, other commercial organizations, and leading trade papers.

192

Mac Rae's Blue Book consolidated with Hendricks' Commercial Register. Mac Rae's Blue Book Company, 18 East Huron Street, Chicago, Ill. Price, $15.

Manufacturers in U. S. whose products are used industrially, giving product, agents, and distributors in some cases. Listed alphabetically, also by product or material and trade names 70,000
Manufacturers in Canada whose products are used industrially. Listed alphabetically 8,000
All towns of 1,000 or more population; gives name of leading commercial body and name of secretary; name of leading bank and cashier, all warehouses, railroads; indicates which have airports 6,800

193

Donnelley's Industrial Directory of the Central District. Annually in May by the Reuben H. Donnelley Corporation, 350 East 22nd St., Chicago, Ill. Price, $3.00.

Manufacturers and Wholesalers in Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, western Pennsylvania, South Dakota, Tennessee, West Virginia and Wisconsin. Telephone numbers given in many cases. Concerns are classified by products. Approximately 50,000

194

Donnelley's Industrial Directory of the Eastern District. Annually in June by the Reuben H. Donnelley Corporation, 350 East 22nd St., Chicago, Ill. Price, $3.00.

Manufacturers and Wholesalers in Connecticut, Delaware, District of Columbia, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, eastern Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia. Concerns are classified by products. Approximately 55,000

195

Directory of Illinois Manufacturers. Biennially by the Illinois Manufacturers' Association, 120 So. La Salle St., Chicago, Ill. Price, $15. Last edition January 1929.

Illinois Manufacturers in all lines, giving invested capital and number of male and female employees, also naming 30,000 officers and executives. Listed geographically by cities; alphabetically by name and by product 11,000
Officers and Executives of Illinois Manufacturers. Listed alphabetically 30,000

196

Directory of Massachusetts Manufacturers. Sampson & Murdock Company, 179 Lincoln Street, Boston, Mass. Annually. Price, $10.

Manufacturing concerns, alphabetically by name, geographically by location, and by their products 6,683
There is also a Brand Name Section. The Alphabetical Section gives name, address, proprietor or offices and directors, if incorporated, purchasing agent, sales manager, product, number of employees, etc.

197

Canadian Trade Index. Canadian Manufacturers' Association, Inc., Toronto, Canada, Price, $6.00.

Canadian Manufacturers, giving branches, export representatives, trade-marks and brands. Listed alphabetically 10,000
Same, listed by products 10,000
Export and Import houses 28
Produce firms 1,000

198

Kelly's Directory of Merchants, Manufacturers and Shippers of the World. Published annually about May, in London. Kelly Publishing Company, agents, 70 Fifth Avenue, New York, N. Y. Price, $25.

Consuls, Banks, Manufacturers, Importers, Merchants, Brokers, Jobbers and Agents in every civilized country. Listed geographically and arranged by trades 1,750,000
Consuls, Banks, Manufacturers, Importers, Merchants, Brokers, Jobbers and Agents in the United States. Listed according to trades for each city, also for whole country 95,000
Also much information concerning all cities and countries.

199

American Medical Directory. (July 1931 edition.) American Medical Association, 535 N. Dearborn St., Chicago, Ill. Price, $15.

Physicians in U. S., Canada, Philippines, Hawaii, Porto Rico, Alaska, and Canal Zone.
Listed geographically with alphabetical index 172,383

The Above List Includes the Following:

Fellows of the American Medical Association 64,936
Members of State Medical Societies 99,964
Specialists:
Limited Practice 22,626
Special Attention 22,464
Members of Special National or Interstate Medical Societies 20,262
City and County Health Officers 5,009
Physicians in the Army, Navy and Public Health Service 2,074
Physicians in the Veterans' Bureau and Indian Service 1,477
Officers and Members of the Licensing Boards and State Boards of Health 1,472
Medical Libraries 225
Medical Journals 219
Medical Colleges (now in existence) 88
Pathologists Conducting Approved Clinical Laboratories 183
Hospitals and Sanitariums 7,446
Hospitals approved for interneship 665
Hospitals approved for residences in specialties 353

200

Medical Directory of New York, New Jersey and Connecticut. Published annually in November by Medical Society of the State of New York, 2 East 103rd Street, New York, N. Y. Price, $3.50.

Physicians, arranged alphabetically under cities, with full data, New York State 19,231
Physicians, arranged alphabetically, New York State 19,231
Physicians, with street addresses, college, etc., in New Jersey 3,927
Physicians, with street addresses, college, etc. in Connecticut 1,947
Street List of Physicians in Borough of Manhattan 6,334
Street List of Physicians in Borough of Bronx 1,440
Street List of Physicians in Borough of Kings 3,420
Hospitals in New York State, with list of Staffs 313

201

Chicago Medical Directory. Published annually in May by McDonough & Company, 11 E. Austin Ave., Chicago, Ill. Price, $7.50.

202

Red Book of Eye, Ear, Nose and Throat Specialists. Published by the Professional Press, Inc., 5 No. Wabash Avenue, Chicago, Ill. Price, $3.00.

Names and Addresses of Eye, Ear, Nose and Throat Specialists, arranged geographically according to States and Provinces, as well as alphabetically 10,000

203

American Osteopathic Association Directory. 430 N. Michigan Ave., Chicago, Ill. Price, $5.00 a copy.

Doctors 8,057
Doctors who are members of the National Association 4,687
Doctors who are legitimate practitioners, but not members of the association 3,370

204 MILITARY

Army List and Directory. Quarterly by the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. Price, 40 cents per copy or $1.50 per year. Additional charge of 60 cents for foreign shipment.

Officers of the Army, with serial number, organization and address 7,000

205 MILLINERY

The Millinery Trade Review Buyer's Index. Millinery Trade Publishing Co., 1225 Broadway, New York, N. Y. Price, $1.00. Semi-annually, January and July.

Importers and Manufacturers of Beads, Ornaments, Hat Pins and Jewel Novelties 350
Manufacturers and Importers of Children's and Infants' Headwear 400
Manufacturers of Women's Hats with special section giving price range 1,300
Manufacturers and Importers of Ostrich, Fancy and Raw Feathers 160
Manufacturers of Artificial Flowers 235
Manufacturers of Hat Linings and Bandeaux 90
Manufacturers of Woven Labels and Crown Tips 80
Manufacturers of Felt Body Hats 250
Manufacturers and Importers of Straw Body Hats and Straw Braids 300
Hat Making Machinery, Blocks, Dies, Flanges, etc. 275
Chemicals, Glues, Shellacs and Varnishes for Millinery Uses 40
Trade Names—Alphabetically 1,350
Operators of Chain Stores and Millinery Depts. 470
Resident Buyers in New York 410
Jobbers of General Millinery lines (including Supplies) in U. S. Listed geographically 204
Special sections giving names of Hat Manufacturers and Millinery Supply Houses in Boston and Chicago and special section giving same list for Millinery Markets in the United States other than New York City, Boston and Chicago. Directory is classified into 12 Main Classifications,—Thumb indexed,—with numerous sub-classifications.

206

Fairchild's Women's Wear Directory of Millinery. Fairchild Publishing Co., 8 East 13th St., New York, N. Y. Price, 10 cents.

Listing New York manufacturers, wholesalers, and out of town manufacturers of Millinery for Women, Misses, and Children 1,789
Millinery Fabrics, Bodies, and Trimmings.

207

The Millinery Buyer and Seller, The Blue Book of the Millinery Trade. The Illustrated Milliner, 110 W. 40th St., New York, N. Y. Semi-annually. Price, 50 cents.

List of importers, manufacturers, and wholesale dealers in the U. S., Canada and Foreign markets, classified by product.
New York City resident buyers with addresses and houses for whom they buy. Wholesale Millinery Houses in other cities with names of New York buyers.

208 MINES AND MINING

The Mines Handbook. Annually in June by Mines Information Bureau, Inc., Suffern, N. Y. Price, $25.

Metal Mining Companies of the Western Hemisphere, giving financial structure, management, geological conditions, production, underground development and equipment. Companies listed alphabetically by states 10,000

209

Mining Year Book. Published in February by Walter E. Skinner, 15 Dowgate Hill, London, E.C.4, England. Cloth bound, 962 pages. Price, in England, 20s. 9d. Post free; in U. S. 21s. 6d. post free.

Mining Companies, operating in all parts of the world (Gold, Diamond, Copper, Tin Platinum, Silver, Iron, etc.) alphabetically arranged, giving the names of officers, directors and managers in each 1,420
Directors, names and addresses of the Companies with which they are connected 3,530
Mining and Consulting Engineers and Mine Managers, giving their names and addresses, and the companies with which they are connected 918
Other valuable information of interest and help regarding the mines of the world.

210

Asphalt and Related Bitumens. Part 11 of Mineral Resources of the United States, Department of Commerce, Bureau of Mines, Washington, D. C. Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 10 cents.

Names and addresses of producers of native asphalts and related bitumens 19
Names and addresses of producers of asphaltic materials from crude petroleum 40
Names and addresses of asphalt associations 4

211

Producers and Distributors of Liquefied Petroleum Gases. Department of Commerce, Bureau of Mines, Washington, D. C., June, 1930. Free upon request.

Names of companies, addresses, dates companies began activities, trade names of gases, territories served, and branch offices of organizations producing liquefied petroleum gases 11
Same information for organizations distributing liquefied pertoleum gases 23

212

Carbon Black. Mineral Resources of the United States. Part II. Department of Commerce, Bureau of Mines, Washington, D. C. Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 5 cents.

Names and addresses of carbon black producers 42

213 MISCELLANEOUS

American Trade Council Year Book in Two Volumes. One on Trade, the other on Travel. American Trade Council, Ashland, Md. Price, $10 a copy.

Lists Trade Counsels who are authoritative sources for information or advice. Regional Counsels, also at the service of members for local commissions, adjustment or collection matters.
Travel Book is a consolidation of various hotel, traffic, warehouse and allied directories; and gives lists in those fields.

214

Free Public Employment Offices in the United States. Labor bulletin No. 68. Superintendent of Documents, Washington, D. C. Price, 15 cents.

215

Corporations. Many States publish in book or pamphlet form, for free distribution or for sale, lists of incorporations under the laws of the State, also lists of foreign corporations authorized to do business within that State. For this information, apply to the various Secretaries of State at the State capitals.

MUSIC TRADE

216

Fox's Music Trade Directory of the U. S. Published by Music Trade Indicator, 23 E. Jackson Blvd., Chicago, Ill. Price, $1.50. Figures below are for 1929 edition. New edition ready in Fall, 1931.

Piano and Player-Piano Manufacturers giving addresses of offices and factories, names of officials, instruments owned and controlled, capacity of factories, types of instruments manufactured, and special patented features 200
Names of Pianos manufactured 400
Finance Companies handling installment paper in music industry field 6
Canadian Piano and Organ Manufacturers 21
Canadian Piano Supply Houses 21
Player Roll Manufacturers 23
Player Action Manufacturers 12
Piano Part and Supplies Manufacturers 300
Pipe Organ Manufacturers 65
Band and Orchestra Instruments, Drums, etc., Manufacturers 75
Small Instrument Manufacturers (Band, Orchestra, Stringed Instruments, etc.) 300
Music Publishers and Jobbers 134
Music Engravers and Printers 30
Phonograph Manufacturers 40
Phonograph Record Manufacturers 15
Radio Receiving Set Manufacturers 60
Piano Retail Merchants. Listed geographically 6,000

217

Piano and Organ Purchaser's Guide. Published annually by The Music Trades Company, 113 West 57th Street, New York, N. Y. Price, 50 cents.

Manufacturers of Pianos, Player Pianos, Organs, Musical Merchandise, etc.

NAVAL

218

Navy List and Directory. Published quarterly by the Navy Department. Superintendent of Public Documents, Washington, D. C. Price, 75 cents per year; 25 cents per copy.

Names, grades, and stations of all commissioned officers in the Navy and Marine Corps.

NOTABLE PEOPLE

219

Who's Who in America. Published by The A. N. Marquis Company, 919 N. Michigan Ave., Chicago, Ill. Biennially in September. Price, $8.75.

220

Club Members of New York. Published by Club Members of New York, Inc., 223 West 34th Street, New York, N. Y. Subscription price, $75.

220. Club Members of New York. (Cont.)

Members, men and women, of 43 leading metropolitan New York clubs, residing in and within fifty miles of New York City, giving approximately 90 per cent home addresses; alphabetically arranged by separate clubs; duplications eliminated.

OFFICE EQUIPMENT AND SUPPLIES

221

Who Makes It and Where. Biennially by Andrew Geyer, Inc., 260 Fifth Ave., New York, N. Y. Price, $1.00, or free with subscription to Geyer's Station, $1.50 per year.

Office Equipment and Supplies Manufacturers and Wholesalers, with branch offices. Listed alphabetically 1,500
Office Equipment and Supplies Manufacturers. Listed according to products 2,000
Wholesale Stationers. Listed geographically 550

OPTOMETRISTS AND OPTICAL GOODS

222

The Blue Book of Optometrists and Opticians. Professional Press, Inc., Chicago, Ill. Price, $3.00.

Registered Optometrists in United States, Canada, Cuba, Hawaii, Philippines, Porto Rico. Listed geographically, also alphabetically 22,000

PAINTS AND OILS

223

Green Book

Who's Who for Buyers and Sellers in the Oil, Paint and Drug Trades. 12 Gold Street, New York, N. Y. Published annually in June. Free to subscribers to "The Oil, Paint and Drug Reporter." Domestic subscription price of the magazine is $5.00; Canadian, $7.00; Foreign, $10 a year.

PAPER

224

Lockwood's Directory of Paper and Allied Trades. Lockwood Trade Journal Co., Inc., 10 East 39th Street, New York, N. Y. Price, including delivery charges, $7.50, or $7.00 cash with order.

Manufacturers of glazed, coated paper and board, in the United States and Canada. Listed alphabetically 60
Manufacturers of Envelopes in the United States and Canada. Listed geographically 250
Mill Officials (Pres., Vice-Pres., Treas., Mgr. and Superintendent) of Paper and Pulp Mills in the United States and Canada. Listed alphabetically 1,500
General Paper Merchants in the United States. Listed geographically 2,500
Same, in Canada 175
Manufacturers of Paper Bags in United States and Canada. Listed geographically 300
Manufacturers of Paper Boxes in United States and Canada. Listed geographically 2,000
Paper, Wood Pulp and Chemical Fibre Mills of the United States. With complete description, including officials, kind of product, equipment, power, production in pounds per 24 hours, shipping point, railroad siding, post office address, nearest bank, money order and telegraph office and population. Listed geographically 1,000
Same, in Canada 150
Same, in South America and Mexico 30
Manufacturers of Paper Specialties, in United States 2,750
Dealers in Rags and Paper Stock, etc., in U. S. and Canada 900
Tag Manufacturers in U. S. and Canada 40
Wall Paper Printers in United States and Canada 65
Twine Manufacturers in U. S. and Canada 150

224. **Lockwood's Directory of Paper and Allied Trades. (Cont.)**
Parchment, Waxed Paper, Toilet Paper and Prepared Roofing Manufacturers 150
The 1932 edition will include the names and addresses of the manufacturers of all types of machinery and equipment used in pulp and paper mills.

225
Post's Paper Mill Directory. L. D. Post, Publisher, 1440 Broadway, New York, N. Y. Annually. Price, $4.00.

Paper Mills in the U. S., Canada, geographically, with names of officers 1,088
Pulp Mills, U. S. and Canada, with names of officers 355
Paper and Pulp Mills, U. S. and Canada, by products 5,520
Paper Merchants, U. S. and Canada, keyed to products handled 1,600
Paper Stock & Rag Dealers, U. S. and Canada 1,020
Paper Box Manufacturers, U. S. and Canada 1,050
Paper Bag Manufacturers, U. S. and Canada 220
Cardboard, Glazed, Coated and Gummed Papers; U. S. and Canada 300
Envelope Manufacturers, U. S. and Canada 225
Watermarks, name and address of mills producing them; U. S. and Canada 4,680
Alphabetical list of Mill Officers 2,260
Buyers' Guide to First Hands 2,000
Manufacturers of Paper Goods, such as Drinking Cups, Crepe, Waxed, and Oiled Paper, Ice Cream and Food Cartons, etc. 225

226
Walden's A B C Guide for the Paper Industry. Published annually by Walden, Sons & Mott, Inc., 41 Park Row, New York, N. Y. Price, $2.00.

Manufacturers of paper mill machinery, equipment, supplies, chemicals, rags, pulp, paper stock, etc. 340
Paper Distributors in the U. S. and Canada, their Personnel and the kinds of paper handled 2,490
Manufacturers in the U. S. and Canada, giving personnel, kinds of paper made, capacity, branch offices and sales agents 915
Manufacturers and Converters of paper, paper products and specialties, classified according to products (including duplications) 35,400

PATENTS

227
Official Gazette. Published by the Patent Office, Washington. Superintendent of Documents, Washington, D. C. Price, $10 a year; single numbers 25 cents.

Contains alphabetical list of people to whom patents have been issued.

PETROLEUM

228
Petroleum Refineries in the U. S. U. S. Department of Commerce, Bureau of Mines, Washington, D. C. Free upon request.

Petroleum Refineries in U. S. giving railroad, daily capacity, status of operations and type of plant. Listed geographically 445

229
Survey of Cracking Plants. Department of Commerce Bureau of Mines, Washington, D. C. Free upon request.

Oil Refining Companies operating cracking plants, giving number of units, daily charging capacity, status of operations and process. Listed geographically 287

230
Oil and Petroleum Year Book. Published in May by Walter E. Skinner, 15 Dowgate Hill, London, E.C.4, England. Bound in cloth, 430 pages. Price, in England, 8s; United States, 8s6d.

Producers, Refiners, Carriers and Finance Companies operating in all parts of the World, complete particulars, with names of officers, directors and managers 570
Directors in those companies, with addresses and names of companies with which they are connected 2,176
Secretaries, names and addresses and company connection 304
Consulting engineers, managers, agents, same arrangement 172
Also includes a Buyers' Guide, giving the names of manufacturers and exporters of Oilfield equipment; brands and market names of petroleum products; and other general information regarding the industry.

PRINTERS AND PRINTING

231
Printing Trades Blue Books. A. F. Lewis and Co. of New York, Inc., 461 Eighth Ave., New York, N. Y. Price, $15.

New York Edition, Covers Metropolitan New York and New Jersey and contains Printers. Listed alphabetically 5,236
Manufacturers of supplies and equipment pertaining to the printing and allied trades 900
Eastern Edition. Covers Connecticut, Delaware, District of Columbia, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New York State except Metropolitan New York City, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virgina and West Virgina and contains Printers. Listed alphabetically 9,095
Manufacturers of supplies and equipment pertaining to the printing and allied trades 1,118

232
Printing Trades Blue Books. A. F. Lewis and Co., 660-665 Transportation Bldg., Chicago, Ill. Price, $15 each edition.

Mid-Western Edition covers Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin; and contains Printers. Listed alphabetically 10,067
Manufacturers of supplies and equipment pertaining to the printing trade 809
Western-Southern Edition covers Alabama, Alaska, Arizona, Arkansas, California, Colorado, Idaho, Kentucky, Louisiana, Mississippi, Montana, Nevada, New Mexico, Oklahoma, Oregon, Tennessee, Texas, Utah, Washington and Wyoming and contains Printers. Listed alphabetically 7,852
Manufacturers of supplies and equipment pertaining to the printing trade 471
Illinois Edition covers complete state of Illinois and contains Printers. Listed alphabetically 3,062
Manufacturers of supplies and equipment pertaining to the printing trade 532

PUBLIC OFFICIALS

233
Executive Register. Superintendent of Documents, Washington, D. C. Price, 60 cents.

Heads and Divisions throughout the Government.

PUBLIC SERVICE

234
McGraw Central Station Directory. McGraw-Hill Catalog and Directory Company, Inc., 475 Tenth Avenue at 36th Street, New York, N. Y. Published annually. Available each June. 800 pages. Price, including delivery charges, $25 per copy.

234. **McGraw Central Station Directory. (Cont.)**

Electric Light and Power Companies operating in the United States, United States Possessions and Canada, listed alphabetically by city, town and state 4,000
Executives, Managerial and Operating Officials 12,000
Central Station Plants with operating information such as types of prime movers, total horse power, total k-v-a capacity, distribution voltage, phases, cycles, number of wires, amount of power purchased, number of meters, towns served 5,000

235

Brown's Directory of American Gas Companies. Robbins Publishing Co., Inc., 9 E. 38th St., New York, N. Y. Price, $15.

Gas Companies in U. S. and possessions, with key to kind of gas manufactured, names of executives, process of manufacture, amount of coal and oil consumed, annual production, by-products, gas holder capacity, miles of gas mains, number of service connections, annual sales, population of territory served, number of various gas appliances in use, personnel and capitalization 1,800
Same, in Canada 175
Same in Mexico, West Indies, Cuba, Jamaica, Argentina, Brazil, Chili, Ecuador and Uruguay 40
Public Service Commissions having jurisdiction over gas and electric companies, with names of members 52
Gas Associations 33
Gas Association Membership. Listed alphabetically 12,250

236

Robbins Pocket List of Gas Companies. Robbins Publishing Co., Inc., 9 E. 38th St., New York, N. Y. Price, $5.00.

Towns served with gas, giving the name of the gas company, the officials, number of meters, kind of gas, the holding companies and their holdings, and the officials of the holding companies. Listed geographically 7,000

237 PUBLISHERS, BOOKSELLERS AND LIBRARIES

N. W. Ayer and Son's Directory of Newspapers and Periodicals for 1930. N. W. Ayer and Son, 308 Chestnut St., Philadelphia, Pa. Price of regular edition, $15; of thin paper edition, $20. Contents are identical.

Newspapers and Periodicals, Territories, Canada, Cuba and West Indian Islands in U. S. giving circulation, issue, date of establishment, political or other distinctive features, names of editors and publishers, street addresses, where available and whether morning or evening. Listed geographically 22,269
This list includes the following classification, according to the period of issue;
Daily 2,427
Daily, with Sunday Issue 572
Tri-weekly Publications 12
Tri-weekly News 58
Semi-weekly Publications 61
Semi-weekly News 457
Weekly Publications 1,715
Weekly News 12,010
Fortnightly 140
Semi-monthly 315
Monthly 4,203
Bi-monthly 182
Quarterly 525
Miscellaneous 164
Towns, cities and villages in U. S. and Canada in which a newspaper is published, giving railroad, telegraph, express and banking facilities; also state, territory, giving location, character of soil, chief products and manufacturers 10,665

238

Editor & Publisher International Year Book. Published by "Editor & Publisher," 1700 Times Building, New York, N. Y. Price, $1.00 a copy, or free with a year's subscription to "Editor & Publisher" which is $4.00 a year in the United States.

Newspapers, arranged geographically, in the U. S. and Canada 2,050
Gives name of Publisher, Managing Editor, City Editor, Sports Editor, Sunday Editor, General Manager, Business Manager, Circulation Manager, Advertising Manager, National Advertising Manager, Classified Advertising Manager, Mechanical Superintendent, Job Superintendent. Similar information regarding principal newspapers in foreign countries. Also list of advertising agencies and space buyers in the U. S. and Canada.

239

Standard Rate & Data Service. B & B Service Corporation, Inc. 536 Lake Shore Drive, Chicago, Ill. Published monthly. Price, $30 per year. Gives cost of advertising space and circulation of all daily newspapers, general magazines, farm papers, business papers, foreign language and religious publications in U. S.

Advertising agencies 1,511
National advertisers 541
Publishers and their representatives 615
Miscellaneous 50

240

Graphic Arts Board of Trade Rating Book. Published by the Graphic Arts Board of Trade, 291 Broadway, New York. Last edition, December 1, 1928. Loaned to members.

Names and addresses, geographically, then alphabetically arranged, of Printers, Paper Box Makers, Paper Manufacturers, Paper Dealers, Lithographers, Engravers, Electrotypers, Machine Composition, Binders, Rulers, Publishers, Stationers, etc. 82,000

241

American Library Directory. Published by R. R. Bowker Company, 62 West 45th Street, New York, N. Y. 1930 edition 538 pages. Price, $12.

Public Libraries (including tax-supported libraries and others maintained for the free use of the public; state libraries, general reference libraries, subscription and society libraries) 5,364
Federal Libraries, State and Institutional 371
Libraries in U. S. Territories and Dependencies, all types 41
Educational and Professional Libraries (including universities, colleges, normal schools, and other professional schools, etc.) 2,155
High School Libraries (including, also, libraries of preparatory schools and academies of similar grade and those of junior colleges joined with high school libraries) 2,890
Business and other Special Libraries (including libraries connected with firms and business organizations, commercial associations, and clubs and societies) 1,219
Libraries of Canada and Newfoundland (all types) 440
Library Organizations (alphabetical list of national, regional, state and provincial associations, and local library clubs in the U. S. and Canada) 111
Library Schools in the U. S. and Canada 31

242

American Booktrade Directory (1931 edition ready in November). Triennially by R. R. Bowker Co., 62 W. 45th St., New York, N. Y. Price, $10.

Publishers in the U. S. Including some government offices, societies, authors and others who have issued books during the past two years 800
Canadian Publishers 35
Former Publishing Companies, giving their successors or consolidations 300
Booksellers in U. S. Listed geographically 5,662
Booksellers in Canada, and Newfoundland 500
Foreign Booksellers. Listed geographically 600
British Booksellers, mostly in London 350

243

Newspaper Press Directory. Published annually by C. Mitchell & Co., Ltd., 1-2, Snow Hill, London, E.C.1, England. Price, in England, 5s; in United States, 6s.6d. 650 pages.

Classified lists of British Magazines and Periodicals, News Service Agencies, Press Photographers, Engravers, Studios and Electrotypers, for London, Suburban, Provincial and Overseas Dominions.

244

Periodicals Directory. To be published late in 1931 by the R. R. Bowker Company, 62 West 45th Street, New York, N. Y. Price, $10.

Classified list of Foreign and Domestic periodicals, arranged alphabetically by subject 7,000
Consists of two parts: (1) Directories, Guides, Technical Lists, etc. (2) Classified List of periodicals, including alphabetical lists of titles and publishers.

245

Where and How to Sell Manuscripts. Published every two years by The Home Correspondence School, Springfield, Mass. 520 pages. Price, $3.50.

Literary markets among English speaking peoples. Consists of lists of Magazines, Photoplay Producers, Greeting Card Publishers, Theatrical Producers, Little Theatres in the U. S., Newspaper Syndicates, etc.

246

The Writers' and Artists' Year Book. Published by A. & C. Black, Ltd., 4 Soho Square, London, W.1, England. Price 3s.6d. or approximately 85 cents.

News Agencies 16
British Art Agents 15
British Publishers 280
British Literary Agents 33
British Music Publishers 34
British Photographers 51
British Journals and Magazines 900
American Literary Agents 8
American Film Producers 11
American Journals 256
American Music Publishers 16
American Publishers 71
Australian Journals 35
Austral-Zealand Publishers 6

246. The Writer's and Artists' Year Book. (Cont.)

Authors' and Artists' Clubs 19
Authors' and Artists' Societies 29
Canadian Journals 13
Indian Journals 27
South African Journals 6

RADIO

247

Radio Advertising. Published by Standard Rate & Data Service, 536 Lake Shore Drive, Chicago, Ill. Published monthly; $10 per year. Gives cost of radio broadcast advertising on all stations in U. S. and Canada.

Advertising agencies 1,511
National Advertisers 610
Stations and representatives 405

248

Amateur Radio Stations of the United States. United States Department of Commerce, Radio Division, Washington, D. C. Copies secured from the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Price, 25 cents.

Amateur Radio Stations of the U. S. Listed alphabetically according to call signals, and divided into districts 18,000
Same, listed geographically by states and cities 18,000
Technical and Training School Stations. Listed alphabetically by call signals and divided into districts 50
Same, listed geographically by states and cities 50
Experimental Stations. Listed alphabetically by names of stations 150
Relay Broadcasting Stations. Listed alphabetically by names of stations 25
Visual Broadcasting Stations. Listed alphabetically by names of stations 25
Experimental, Relay Broadcasting, and Visual Broadcasting Stations, arranged by districts 200

249

Commercial and Government Radio Stations of the U. S. U. S. Department of Commerce, Radio Division. Copies secured from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. Price, 15 cents.

Commercial Land Radio Stations, giving class, call signal, wave length, service, hours and owner. Listed alphabetically by name 800
Commercial Ship Radio Stations, giving call signal, wave length, service, hours, owner and settler of accounts. Listed alphabetically by vessel's name 2,250
Both of above. Listed by call letters 3,050
Broadcasting Stations, giving call signal, wave length and power. Listed alphabetically by states and cities 700
Same. Listed by call signals, giving owner 700
Same. Listed by frequencies 700
Government Land Radio Stations in United States. Listed by name 425
Government Ship Radio Stations. Listed alphabetically by name of vessel 1,250
Government Land, Radio Beacon, Radio Compass, and Ship Radio Stations. Listed alphabetically by call letters 1,700
Government Aircraft Stations. Listed alphabetically by name of station 55
Radio Compass Stations, call letters, geographical position and arc of calibration, given. Listed alphabetically by name 60
Experimental stations. Listed alphabetically by name 220
Relay Broadcasting Stations. Listed alphabetically by name 25

249. Commercial and Government Radio Stations, etc. (Cont.)

Commercial Vessels Equipped with Radio Compass. Listed alphabetically by name of vessel 750

Government Vessels Equipped with Radio Compass. Listed alphabetically by name of vessel 350

RAILROADS

250

McGraw Electric Railway Directory. McGraw-Hill Catalog and Directory Company, Inc., 475 Tenth Avenue at 36th Street, New York, N. Y. Published annually. Available each March. Price, including delivery charges, Price, $10 per copy. 250 pages.

Electric Railway Companies and affiliated Bus Companies operating in the United States, United States Possessions and Canada, listed alphabetically by city, town and state 1,000

Executives, Department Heads, Managerial and Operating Officials 4,000

Operating data includes towns reached, rolling stock, track mileage, number of cars, shop locations, location and generating capacity of power plants, capacity of substations, transmission and trolley voltages. Bus data covers number of buses in operation, miles of route, fares charged, number of garages with location and capacity.

251

Electric Traction Pocket List. Kenfield-Davis Publishing Co., 431 S. Dearborn St., Chicago, Ill. Price, $2.50.

Electric Railway Companies in U. S., giving mileage, gage, number of cars, power, numbers of buses, officials and population of town. Listed geographically and alphabetically 1,000

Same, in Canada 60

Same, in Mexico 13

Same, in West Indies 6

Bus operating companies, controlled by Electric Railways. Listed alphabetically 350

Electric Railway Officials with key to road 4,000

252

The Pocket List of Railroad Officials. Quarterly by The Railroad Equipment and Publication Co., 424 W. 33rd St., New York, N. Y. Price, $6.00 per annum (four issues), or $2.50 for single copy.

Officials of Railroads, Private Car Lines, Express Companies, Telegraph Companies, Railroad Commissions, and Associations, giving title and key to company connected with. Listed alphabetically 25,000

Express and Telegraph Companies, with officials 7

Private Car Companies operating cars of other than railroad ownership 750

Railroads, giving mileage operated and officials. Listed alphabetically 1,200

Railway supply companies (advertisers) with representatives 500

253

Who's Who in Railroading. Published by Simmons-Boardman Publishing Company, 30 Church Street, New York, N. Y. 1930 edition 6 x 9, 579 pages. Price, $7.50 in cloth; $8.50 in buckram.

Names and Addresses of Railway Officers, with short biographies of each 3,800

254

Locomotive Cyclopedia. Published by Simmons-Boardman Publishing Company, 30 Church Street, New York, N. Y. 1930 edition 9 x 12, 1,440 pages. Price, $5.00 in buckram; $7.00 in leather.

Manufacturers of Locomotive and Equipment, listed alphabetically 15

REAL ESTATE

255

National Real Estate Directory. Directory Press, 2822 Charlotte Street, Kansas City, Mo. Price, $7.50.

Real Estate and Real Estate Loan dealers in United States, giving nature of business. Listed geographically 15,000

Every dealer listed receives "National Real Estate Bulletin" free during the life of listing. "Classified Listing Service" is free to purchasers of Directory.

REFRIGERATION

256

Ice and Refrigeration Blue Book and Buyer's Guide. Nickerson and Collins Company, 435 N. Waller Ave., Chicago, Ill. Price, cloth binding $12; flexible morocco $14.

Plants utilizing mechanical refrigeration for any purpose, giving name of manager, type of business, number of machines, daily ice making capacity, etc. Listed geographically, by state and city 39,000

Also buyers' guide to manufacturers of equipment and supplies.

RELIGIOUS

257

Minutes of the General Assembly of the Presbyterian Church in the U. S. A. Annually in August. Office of the General Assembly, 514 Witherspoon Building, Philadelphia, Pa. Price, cloth $2.50; paper $2.00.

Presbyterian Churches, and Ministers in charge 10,000

Stated Clerks of Synods and Presbyteries with addresses 350

List of Ministers and Licentiates with addresses 10,000

258

The Official Catholic Directory. Published annually by P. J. Kenedy & Sons, 44 Barclay Street, New York, N. Y. Price, $5.00.

Catholic Clergymen, arranged alphabetically 27,864

Sisters and Nuns, arranged according to Dioceses (Approximately) 50,000

Catholic Churches 18,223

Catholic Rectories 12,475

Catholic Colleges for Boys 222

Ecclesiastical Seminaries 145

Monasteries and Abbeys, estimated 250

Parochial Schools 7,387

Convents, estimated 750

Orphan Asylums 335

Academies for Girls 725

Homes for the Aged 157

Novitiates and Provincial Houses (estimated) 500

Hospitals 642

All in the United States, Canada and the British Isles

259

Annual of the Southern Baptist Convention. Copies may be obtained from the Secretary, Hight C. Moore, 161 Eighth Ave., North, Nashville, Tenn.

Names and addresses of ministers 22,932

260

Minutes of the Annual Conferences of the Southern Methodist Church. Lamar & Whitmore, Nashville, Tenn. Southern Methodist clergymen and addresses. Price, 75c.

261
Unitarian Year Book. American Unitarian Association, 25 Beacon Street, Boston, Mass. No price given. Apply to Walter R. Hunt, Secretary.

Unitarian Churches, U. S. & Canada, geographically arranged 400
Ministers in same, alphabetically 400

262
Universalist Year Book. Universalist General Convention, 176 Newbury St., Boston, Mass. Universalist Clergymen and addresses. Annually in April. Price, $2.50.

263
Seventh Day Adventists Year Book. Review and Herald Publishing Association, Takoma Park Station, Washington, D. C. Names and addresses of Clergymen. Annually, February. Price, 75c.

264
Mennonite Year Book and Directory. Names of Clergymen and addresses. Mennonite Publishing House, Scottdale, Pa. Price, 10c.

265
Minutes of General Synod of the Reformed Church in America. Annually by The Board of Publication and Bible-School Work, 25 East 22nd St., New York, N. Y. Price, $1.50 and postage.

Names of clergymen and their addresses 750

266
Annual Report Foreign Missions Conference of North America. Published by the Foreign Missions Conference of North America, 419 Fourth Avenue, New York, N. Y. Price, $1.25.

Protestant Church Boards and Societies on the North American continent engaged in Foreign Missions. Names and Addresses of Officers 112

SHIP AND SHIPPING

267
Lloyd's Register of American Yachts. Published annually by Lloyd's Register of Shipping, 17 Battery Place, New York, N. Y. Blue cloth edition, with owner's name on cover, $14; canvas cover, $12.

Yacht Owners, with their addresses, the Yacht Club to which they belong, and the names of their Yachts 5,000
Yacht Clubs, U. S., Canada, West Indies and South America 550
(Also includes color plates of 550 Club Burgees, and 3,155 Private Signals of Yachtsmen.)

268
Great Lakes Red Book. Penton Publishing Co., 1213 West Third St., Cleveland, Ohio. Price, including delivery, $1.00.

Lists all vessels plying the Great Lakes, with the names of the owner, captain and engineer of each vessel 1,200
Contains a separate list of the ore carriers, showing the capacity of each, and a list of the supply houses, fuel docks, repair men, etc., at each port. It also includes an accurate and complete directory of shipbuilding and repair yards serving shipping on the Great Lakes. The officers as well as the building and repair facilities of these yards are listed.

269
Record of American and Foreign Shipping. Published annually in January by the American Bureau of Shipping, 24 Old Slip, New York, N. Y. Price, $40.

Vessels in the American, Foreign and Coasting Trade 15,000
Dry Docks and Marine Railways in the United States 250
Names of Shipbuilders and Constructers of Marine Machinery and Boilers 300
Representatives of Marine Underwriters throughout the World 2,300

270
Custom House Guide. Published annually by Custom House Guide, Box 7, Station "P", Custom House, New York, N. Y. Price, $5.00, postage prepaid.

"Guide" is arranged alphabetically by Port Sections. Shows each Port in the United States, Porto Rico, Hawaii and Philippine Islands, and Canada. In each Port will be found the firms engaged in Foreign and Domestic Commerce and allied trades, together with other valuable data of Domestic and Foreign Commerce, and in most cases showing the commodity imported.

U. S. Customs Procedure for Importers, a comprehensive and complete digest of the necessary steps involved in importing goods, and the proper method of dealing with Customs, etc.

U. S. Customs Tariff—Complete Act of 1930, with 30,000 commodities alphabetically arranged, showing paragraph numbers and duty for each article; compiled by Customs Experts.

271
Bullinger's Postal and Shipping Guide Annual. Published by Bullinger's Monitor Guide Weekly, 237 Lafayette St., New York, Price, $5.00 post paid, to nonsubscribers, or $4.00 to subscribers to the Monitor Guide.

Post office, express and freight guide for the U. S. and Canada, listing every post office and rural delivery place, railroad station and steamboat landing with the railroad or water route on which every place, or the nearest communicating point, is located; and the freight shipping lines from New York.

272
Ashwell's World Routes and International Guide. Annually by Thomas Ashwell & Company, Inc., 20 Vesey Street, New York, N. Y. Price, $7.50 a copy.

Passenger Steamship Lines throughout the World, with names of most important branches or agents, alphabetically by lines, also by registry 82
Freight Steamship Lines with Passenger Accommodation, throughout the World, with addresses of main offices and most important branches or agents, alphabetically by lines, also by registry 85
Also gives much information of value to the traveler or shipper, such as a list of the countries where United States, British and German Consulates are stationed; general information as to climate, language, standard time, passport regulations and sailing time, distance, etc. from one country to another.

SHOES, HIDES AND LEATHER

273
The Pocket Directory of Shoe Buyers. Shoe and Leather Reporter, 210 Lincoln Street, Boston, Mass. Price, $3.00.

Chain Shoe Store Headquarters and Mail Order Houses, giving number of stores, line of merchandise, and manager and buyer in many cases. Listed geographically 647

273. **The Pocket Directory of Shoe Buyers. (Cont.)**

Shoe Wholesalers, giving line carried, manager, proprietor and buyer in many cases. Listed geographically 772
Department Stores selling shoes, giving line carried and manager and buyer in many cases. Listed geographically 1,031
Alphabetical list of the three classifications, above 2,450

274

Shoe and Leather Reporter Annual. Annually by Shoe and Leather Reporter, 210 Lincoln St., Boston, Mass. Free with subscription to Shoe and Leather Reporter. Price, $6.00 (52 issues).

Listed Geographically

Shoe Manufacturers in United States and Canada, giving location of factory, members of firm, capital stock, character of output, names of buyers, shoe brands, capacity of plants, method of distribution, and offices in the leading cities 1,751
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Chain Shoe Stores and Mail Order Houses in U. S. 647
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Trunks, Bags and Leather Goods Manufacturers 1,180
Hide and Skin Dealers of U. S., also Brokers, Importers, Commission Merchants and Packers 1,809
Governors and Members of New York Hide Exchange, Inc. 250
Canadian Shoe Wholesalers 130
Canadian Leather and Findings Dealers 93
Canadian Glove Manufacturers 47
Canadian Hides and Skins Dealers 68
Leather Factories and Importers in London, England 95
Boot and Shoe Manufacturers in London, England 174
Leather Firms in Provincial Britain 296
Boot and Shoe Manufacturers in Great Britain, Scotland, Ireland and Wales 907
Canadian Trade Names and Brands of Leather 46
Directory of Trade Names and Trade Marks of Leather 858
Trade Names of Shoe and Leather Manufacturers Supplies 831

275

The Pocket Directory of Shoe Manufacturers for 1931. Shoe and Leather Reporter, 210 Lincoln St., Boston, Mass. Price, $3.00.

Shoe Manufacturers in United States, giving location of factories, members of firm, capital stock, character of output, names of buyers, brand names of shoes, capacity of plants, method of distribution. Listed geographically 1,370
Same, in Canada 173
Same, in New Brunswick 6
Same, in British Columbia 5

275. **The Pocket Directory of Shoe Manufacturers for 1931. (Cont.)**

Same, in Nova Scotia 3
Shoe Factories in U. S. and Canada using union label 294
Shoe Manufacturers, in U. S. and Canada giving offices in leading cities and representatives. Listed alphabetically 1,751

276

Hide and Leather's Classified Directory. Annually by The Jacobsen Publishing Co., 300 W. Adams St., Chicago, Ill. Free with a subscription to Hide and Leather $5.00. (52 issues)

Belting and Leather Manufacturers in U. S. 196
Chemists in U. S. 19
Glove Manufacturers in U. S. 224
Harness and Saddlery Manufacturers in U. S. with key to type of business 250
Hide Dealers in U. S. 1,918
Shoe Manufacturers in U. S. 1,330
Tanners in U. S. 520
Trade-Marked Leathers in U. S. 972
Trade Associations with officers and directors 66
Dealers in Machinery and Materials for tanneries 224
Boot and Shoe Cut Stock 200
Boot and Shoe Findings 340
Trunks, Suitcases and Bags 450
Other Leather Goods 400

277

American Shoemaking Pocket Directory of Shoe Manufacturers. Published annually in January, by Shoe Trades Publishing Co., 683 Atlantic Ave., Boston, Mass. Price, $2.00.

Names and Addresses of boot and shoe manufacturers in the United States and Canada with names of the superintendent, buyers, and sales manager; showing the kind of shoes made, average daily output, buying hours, etc. Also the addresses of the manufacturers' sales offices in Boston, New York and Chicago. Names listed. Approximately 1,800

278

Shoe Factory Buyer's Guide. Published annually in May, by Shoe Trades Publishing Co., 683 Atlantic Ave., Boston, Mass. Price, $2.00.

Names and Addresses of firms in the United States and Canada, selling shoe factory supplies, findings, leather, machinery, etc. Firms listed approximately 1,850

279

Directory of Shoe Wholesalers, Department Stores, Chain Stores and Mail-Order Houses. Published every other year by the Shoe Trades Publishing Co., 683 Atlantic Ave., Boston, Mass. Price, $2.00.

Names and addresses of Shoe Wholesalers in the United States, Department Stores carrying shoes, and Chain Shoe Stores and Mail-Order Houses. Approximately 2,000

SILK AND RAYON

280

Davison's Silk and Rayon Trades. Davison Publishing Co., 50 Union Square, New York, N. Y. Price, office edition, $7.00; pocket edition, $5.00. Prepaid.

Mills in the Silk and Rayon Trade. Listed geographically, also by product 3,323
Throwsters. Listed geographically 188

280. Davison's Silk and Rayon Trades. (Cont.)

Dyers and Finishers. Listed geographically 414
Buyers Guide to Silk Machinery and Supply Firms 526
Manufacturers' Agents and Factors 524
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Raw Silk Firms 159
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Alphabetical list and Index to all Mills 3,323
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(The following are in Office Edition only)

Silk Jobbers, with name of department buyers. Listed geographically 894
Silk Retailers with name of department buyers. Listed geographically 1,155
Technical section, including yarn tables, prices of new and thrown silks, etc.

SOCIETY

281

Social Register for each of the following cities: New York, $6.00; Washington, Philadelphia, Chicago, Boston, $5.00; St. Louis, Pittsburgh, San Francisco, Baltimore, Buffalo, $4.00; Cleveland-Cincinnati-Dayton (in one volume) $4.00. Social Register Association, 381 Fourth Avenue, New York, N. Y.

Complete set of Social Registers for the year, which includes the above issues, the January Dilatory Domiciles (which are not sold separately), the Locater which is $5, and the Summer Register which is $3, is $50.
Full names and addresses of members of socially prominent families grouped together, and the clubs and societies to which they belong.

SPORTING GOODS

282

The Sporting Goods Dealer's Directory. C. C. Spink & Son, 10th and Olive Streets, St. Louis, Mo. Selected distribution.

Manufacturers of Sporting Goods 2,817

(Listed in 14,152 places, under 2,167 headings)

Jobbers of Sporting Goods, U. S. 950
Same in Canada 69
Manufacturers' Agents 160
Importers of Sporting Goods 77
Pistols, Revolvers, Shotgun Brands and by whom distributed 190
Trade Names and Trade Marks, Listed Alphabetically 7,622
Also information pertaining to Repairs in the Retail Sporting Goods Stores and Restringing Tennis Rackets, etc.

STOVES, FURNACES AND HEATING APPLIANCES

283

Stove and Furnace Manufacturers of the United States and Canada. List published by National Association of Manufacturers of Heating and Cooking Appliances. A. W. Williams, Secretary, 3440 A. I. U. Bldg., Columbus, Ohio. Price, $5.00.

Geographical list of manufacturers, with key to classification of various types of cooking and heating apparatus.

284

List of Oil Burner Manufacturers. Published by the Fuel Oil Journal, 420 Madison Avenue, New York, N. Y. Price, $12.

Manufacturers of Oil Burning Equipment 700

285

List of Oil Burner Dealers. Published by the Fuel Oil Journal, 420 Madison Avenue, New York, N. Y. Price, $45.

Dealers Handling Oil Burning Equipment 8,000

TELEPHONES

286

Telephony's Directory of the Telephone Industry. Telephony Publishing Corporation, 608 So. Dearborn Street, Chicago, Ill. Price, $20 to non-advertisers; advertisers receive a complimentary copy.

Independently owned operating telephone companies in the United States (includes name of manager, list of exchanges, size of company and type of equipment) 6,937
Telephone Holding Companies in the United States 31
Independently owned operating telephone companies in U. S. Possessions 16
Independently owned operating telephone companies in Canada 640
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List of personnel and main offices of American Telephone and Telegraph Company and Associated Bell companies together with list of exchanges.
Telegraph and Cable Companies.
U. S. Independent Telephone Association, officers and addresses.
State Independent Telephone Associations.
Canadian Independent Telephone Associations.
National and State Public Service Commissions having jurisdiction over Telephone business.
Buyers' Guide for Telephone Companies, consisting of list of manufacturers and dealers in telephone supplies, arranged in two classifications, first by State and second by Product.

TEXTILES

287

Davison's Textile Blue Book and Dockham's American Report and Directory. Davison Publishing Company, 50 Union Square, New York, N. Y. Office edition, price $7.50; handy edition, $5.00, prepaid.

Cotton Goods Manufacturers in the U. S. Listed geographically 2,590
Woolen and Worsted Manufacturers in U. S. Listed geographically 1,198
Silk Manufacturers in U. S. Listed geographically 2,011
Mills with Worsted Machinery 190
Knit Good Manufacturers in U. S. Listed geographically 2,293
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Mexican Textile Mills 169
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Dry Goods Commission Firms 849
Cotton Goods Converters 242
Brokers, Cotton Cloth 140
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Wool Dealers in the U. S. 689

287. **Davison's Textile Blue Book, etc.** (Cont.)

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Wholesale Rag Dealers in the U. S. 425
Mill Remnant Dealers 288
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Raw Cotton Firms, including Buyers, Shippers, Exporters and Brokers in the U. S., with officers, capitalization, etc. 7,614
Main offices of all Cotton Firms in the U. S. 7,000
Cotton Compresses and Warehouses in the U. S. 1,493
Foreign Raw Cotton Firms including Importers, Selling Agents and Brokers 2,120
Names of all Textile Manufacturers, Dyers, Finishers, etc. in the U. S. 9,015
Same in Canada 481
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Alphabetical List to all Mills in U. S. and Canada 9,496
(Mills classified by Product and the Buyer's Guide to Mill Supplies appears in the Office edition only).

288

Official American Textile Directory, with which is combined the American Directory of the Knitting Trade. McGraw-Hill Catalog and Directory Company Inc., 475 Tenth Avenue at 36th Street, New York, N. Y. Price, including delivery charges, $6.00 per copy. Published annually. Available August. 1,200 pages.

Textile and Knitting Mills operating in the United States, Canada and Mexico listed alphabetically by city, town and state 10,000
Also lists of dealers and brokers of raw material; wholesale rag dealers; yarn dealers and agents; textile and knitting mills classified by product; textile and knit goods selling agents; knit goods jobbers; department stores selling knit goods; knit goods resident buyers; spinners; processors doing contract and commission work for the trade; textile schools; textile associations; investment and brokerage houses; maps showing mill towns 15,000
Data given for mills include name and location, name, rating and address of operating company, names, titles of important executives and mills officials, equipment, nature of product manufactured, current characteristics, sales outlets.

289

Fairchild's Directory of Fabrics. Fairchild Publishing Co., 8 East 13th St., New York, N. Y. Price, 10 cents.

Listing New York manufacturers, wholesalers, and New York offices of out-of-town houses of Fabrics 4,832
Woolens and Worsteds (New York Selling Agents and their Mills, also New York offices of Mills) 705
Jobbers of Woolens (Women's) 143
Jobbers of Woolens (Men's) 115
Cotton Goods, Silks, Pile Fabrics, Linens, Rayons, Trimmings and Equipment.

290

Davison's Cordage, Twine and Duck Trade. Davison Publishing Co., 50 Union Square, New York, N. Y. Price, $3.00 prepaid.

Cordage, Twine and Duck Manufacturers in U. S., with officers, etc. Listed geographically 700
Same, in Canada 60
Manufacturers' Agents for Cordage, Twine and Duck 250
Waste Dealers of Cotton, Wool and Silk 1,100
Fibre Bag Makers in U. S. and Canada 225
Twine and Cordage Jobbers 600
Woodenware Jobbers 198

290. **Davison's Cordage, Twine and Duck Trade.** (Cont.)

Wholesale Dealers in Hardware and Mill supplies who handle Cordage, Rope and Twine 800
Awning, Tent and Sail Makers, including Tarpaulin Manufacturers in U. S. and Canada 2,000
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291

Davison's Mattress Directory. Davison Publishing Co., 50 Union Square, New York, N. Y. Price, $4.00 prepaid.

Mattress Manufacturers in U. S. including makers of couches, cushions, pillows, stair pads and upholstered furniture. Listed geographically 2,556
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292

Clark's Directory of Southern Textile Mills. Published Biennially by Clark Publishing Company, 118½ West 4th St., Charlotte, N. C. Price, $2.00.

Names of officers and superintendents of textile mills in Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia. Approximately 5,000
Also various other information and data relative to the textile mills of the South.

TOYS

293

Toys & Novelties Buyers' Guide. Porter-Spofford-Langtry Corp., 139 N. Clark St., Chicago, Ill. Published annually. Price, $1.00.

Toy Manufacturers. Listed alphabetically, also by product 1,504
Toys classified 430
Editorial analysis 107
Trade names 2,262
Also trade association, toy fair and general market information.

VETERINARIANS

294

For the names of licensed Veterinary Surgeons in the different States, write to the Secretaries of the State Boards of Agriculture at the various State capitals. Some states distribute such lists free, others charge a moderate price, while others will refer the letter to the party from whom the list may be purchased.

WAREHOUSE AND TRANSFER

295

Directory of Warehouse and Transfer Companies in the principal cities of the United States. Published annually by The American Chain of Warehouses, Inc., 260 W. Broadway, New York. Free.

296

Distribution and Warehousing Annual. Distribution and Warehousing Publications, Inc., 243-49 W. 39th St., New York, N. Y. Comprises January number. Yearly subscription price in U. S. $3.00. January issue separately, $5.00.

Warehouses of the U. S. with full description 4,031
Canadian Warehouses 178
Foreign Warehouses 214

WASTE TRADE

297

Waste Trade Directory. Published every even year in September by the Atlas Publishing Co., Inc., 150 Lafayette St., New York. Price, $10.

Names and addresses of approximately 10,000 waste material dealers.
Paper Mills. Descriptive list, including officers and purchasing agents 900
Woolen Mills. Descriptive list, including officers and purchasing agents 1,000
Waste Manufacturers 500
Mattress Manufacturers 2,100

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Publishers of City Directories

California

GLENDALE — Glendale Directory Co.
LONG BEACH — Houston L. Walsh
Western Directory Co.
LOS ANGELES — Los Angeles Directory Co., 1240 South Main Street
SACRAMENTO — Sacramento Directory Co., 423 J. Street
SAN DIEGO — San Diego Directory Co., 850 Third Street
SAN FRANCISCO — Jed J. Hoag
Mercantile Guide Publications
R. L. Polk & Co., 604 Mission Street
Walker's Manual, Inc.
SANTA BARBARA — Santa Barbara Directory Co.

Colorado

CANON CITY — Canon City Daily Record
DENVER — Gazetteer Co.
GREELEY — Tribune-Republican Publishing Co.

Connecticut

HARTFORD — Hartford Printing Co., 195 Church Street
NEW HAVEN — Price & Lee Co., 19 Congress Avenue
Proctor & Way

District of Columbia

WASHINGTON — Blue Book Publishing Co.

Florida

PALM BEACH — Palm Beach Social Directory

Georgia

ATLANTA — Atlanta City Directory Co., 415 Wesley Memorial Building
DECATUR — Julius Holderman
SAVANNAH — Pettus' Savannah City Directory

Illinois

ALTON — Huber Directory Co., 305 East Broadway
CHICAGO — Atlas Printing Co.
McDonough & Co.
R. L. Polk & Co., 367 West Adams Street
Smith Directory Co.
Union Directory Co.
DECATUR — Review Printing & Stationery Co.
ELGIN — Evans Directory Service
GALESBURG — Barrett Directory Service
PEORIA — John A. White
QUINCY — Hoffman City Directories
ROCKFORD — McCoy Directory Co., Wm. Brown Building
SPRINGFIELD — Jeffersons Printing Co.

Indiana

VINCENNES — J. J. Clery

Iowa

DUBUQUE — Telegraph-Herald
IOWA FALLS — Merchants Credit Guide
OSKALOOSA — H. N. Snyder

Kansas

Hutchinson	Reno County Credit Association

Kentucky

Louisville	Caron Directory Co., 127 South 3rd Street

Louisiana

New Orleans	Soards Directory Co., 348 Baronne Street

Maine

Portland	Fred L. Tower Companies, 165 Middle Street
Rockland	Fred H. Sanborn

Maryland

Baltimore	Blue Books, Inc.
	Del-Mar-Va Directory Co.

Massachusetts

Beverly	Crowley & Lunt
Boston	Bankers Service Corp.
	Will Frank Davis
	W. A. Greenough Co., 51 Massachusetts Avenue
	Harold Howard
	Hyde Publishing Co.
	Sampson & Murdock Co., 377 Broadway
	Union Publishing Co.
Dorchester	Edgar Smith
Newton	Horace F. Jones
Pittsfield	Eagle Printing & Binding Co.
Springfield	Crosby Publishing Co., Inc.
	H. A. Manning Co., 33 Lyman Street
Winthrop	Charles H. Dunham
Wollaston	Crosby Publishing Co.

Michigan

Allegan	Allegan News
Coldwater	W. C. Bailey
	Otto E. Luedders
Detroit	Interstate Directory Co., 431 Howard Street
	Piedmont Directory Co., 431 Howard Street
	R. L. Polk & Co., 431 Howard Street
	The Social Secretary
Dowagiac	Thomas Sines
Grand Rapids	Grand Rapids Directory Co., Houseman Building
Ironwood	Ironwood Business College
	W. W. Woodard
Lansing	McKinley-Reynolds Co., 119 East Ottawa Street
Memphis	Eldon O. Lester
Monroe	McMillan Printing Co.
Port Huron	Earl A. Lester

Minnesota

Duluth	Duluth Directory Co., 312 West Superior Street
Minneapolis	Minneapolis Directory Co., 903 Northwestern Building
St. Paul	R. L. Polk & Co., 496 Endicott Building

Mississippi

Hattiesburg	Mrs. Vera E. Bedwell
Jackson	Jackson City Directory Co.

Missouri

Kansas City	Gate City Directory Co., Delmain Building
	Hoffhine Directory Co.
	R. L. Polk & Co., Delmain Building
	The Social Register
St. Louis	R. L. Polk & Co., 505 North 7th Street
	Polk-Gould Directory Co., 505 North 7th Street

Nebraska

Grand Island	Independent Publishing Co.
Lincoln	Baldwin Bros. Directory Co.
Norfolk	Kelter Directory Co.

New Jersey

Trenton	Fitzgerald Directory Co., 14 North Warren Street

New York

Bay Shore	J. R. Gateley
Binghamton	Calkin-Kelly Directory Co., 50 Prospect Avenue
	Hogan Directory Co.
	Walsh Directory Co.
Brooklyn	W. H. Cole
	Rugby Press
Buchanan	Highland Democrat Co.
Buffalo	Polk-Clement Directory, Inc., 70 West Chippewa Street
Flushing, L. I.	L. S. Case
Lockport	Roberts Bros. Co., 58 Market Street
New York	Dau's Blue Books, Inc.
	Directory of Directors Co.
	R. L. Polk & Co., 524 Broadway
	Social Register Association
	Who's Who Publications, Inc.
Saratoga Springs	The Saratogian
Springfield Garden	Blue Books Co.
Utica	Utica Directory Publishing Co.
Watertown	Kimball Directory Co., 17 Flower Building

Ohio

Akron	Burch Directory Co., 47-55 West Exchange Street
Alliance	Bradshaw Printing Co.
Bridgeport	Mel E. Blackburn
Cincinnati	Williams Directory Co., Walsh Building
Cleveland	Cleveland Blue Book Publishing Co.
	Cleveland Directory Co., 1900 Euclid Avenue
	Corporation Directory Co.
Granville	Thomas E. Hite
Marietta	Blume & Blume
Maumee	Maumee Valley News
Oberlin	News Printing Co.
Painesville	Painesville Directory Co.
Toledo	Toledo Directory Co., Huron Building

Oklahoma

Oklahoma City	B. C. Hoffhine

Pennsylvania

Bradford	Charles H. Latham, Jr.
Erie	Atkinson Erie Directory Co., 1314-16 Peach Street
Kane	John H. Wood
Kutztown	William S. Rhode Co. Inc.

	Pennsylvania (Cont.)
Lititz	Express Printing Co.
Philadelphia	R. L. Polk & Co., 218-26 South 11th Street
Pittsburgh	Bankers Service Co. of Pittsburgh
	R. L. Polk & Co., 1331 Fifth Avenue
Reading	W. H. Boyd Co., Inc., 508 Court Street
	Rhode Island
Providence	C. DeWitt White Co.
	Tennessee
Chattanooga	Rothberger Directory Co., Times Building
Knoxville	City Directory Co. of Knoxville
	Texas
Dallas	John F. Worley Directory Co., 905 East Main Street
El Paso	Hudspeth Directory Co.
Harlingen	Interstate Directory Co.
Houston	Morrison & Fourmy Directory Co., Zindler Building
Marshall	Coward Directory Co.
Temple	Temple Chamber of Commerce
	Utah
Price	Eastern Utah Advertising Co.
	Virginia
Richmond	Hill Directory Co., Inc., 8 North 6th Street
	Washington
Seattle	R. L. Polk & Co., 71 Columbia Street
	West Virginia
Huntington	Acme Directory Co.
	Wisconsin
Berlin	Tri-County News
Milwaukee	Wright Directory Co., 1012 North 3rd Street
	Canada
Vancouver, B. C.	Wrigley Directories, Ltd., 404 Homer Street
Winnipeg, Man.	Henderson Directories, Ltd., 279 Garry Street
St. John, N. B.	McAlpine Directory Co.
St. John, Nfd.	The Newfoundland Directories
Hamilton, Ont.	Vernon Directories, Ltd., 434 Lister Block
Toronto, Ont.	Might Directories, Ltd., 74 Church
Montreal, Que.	John Lovell & Sons, Ltd., 423 St. Nicholas Street
Quebec, Que.	Quebec & Levis Directory

Telephone Directories

The Bell and Independent companies will all sell telephone books of other cities for use as mailing lists. The prices are very reasonable. Inquire at your local company, or use Telephone Directory listed in this section.

The Dartnell Survey of Printing Buyers

This survey was made during 1931 in the Chicago area. Each important buyer of printing was called upon personally. The information needed for the investigation was given confidentially either to our investigator, or subsequently mailed blind in to our editorial offices. 656 companies covering 24 major industries cooperated. The data gathered has been broken down and tabulated for use of those who produce and sell printing. Some of the material has been published serially in *Printed Salesmanship;* much of it is presented here for the first time.

Lines of Business Covered by This Investigation

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How 656 Companies Use Printing Covering 24 Lines of Business

28 Store Fixture Manufacturers

CLASSIFICATIONS: Bakery, beauty shop, soda fountain, meat market, billiard, window decorations, scales.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	21.4	17.5	18.2	22.2
Catalogs, booklets	23.8	15.0	23.3	17.3
Window displays	4.6	5.0	15.0	3.6
Letters, postage	4.5	5.0	5.8	9.8
All other forms	45.7	57.5	37.7	47.1

*Companies grouped as follows according to appropriations: $5,000 and less, 52.2 per cent; $5,000 to $25,000, 8.7 per cent; $25,000 and over, 39.1 per cent.

35 Food Products Manufacturers

CLASSIFICATIONS: Health foods, citrus, malt, horse-radish, dried milk, butterine, beverages, pies, coffee, spices, meat, molasses.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	16.0	18.1	3.9	13.9
Catalogs, booklets	4.0	5.6	7.6	10.7
Window displays	19.0	10.2	11.2	16.3
Letters, postage	13.0	2.2	3.4	4.1
All other forms	48.0	63.9	73.5	55.0

*Companies grouped as follows according to appropriations: $5,000 and less, 10.4 per cent; $5,000 to $25,000, 44.8 per cent; $25,000 and over, 44.8 per cent.

52 Building Material Manufacturers

CLASSIFICATIONS: Plumbing and heating, cornices, sash and door, fireproofing, lime, plate glass, ventilation, roofing, concrete, mouldings.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	28.4	24.8	19.6	22.0
Catalogs, booklets	5.3	7.2	19.4	14.0
Window displays	1.3	0.0	3.0	1.0
Letters, postage	8.5	4.4	16.6	11.0
All other forms	56.3	63.6	42.4	52.0

*Companies grouped as follows according to appropriations: $5,000 and less, 44.4 per cent; $5,000 to $25,000, 19.4 per cent; $25,000 and over, 36.2 per cent.

21 Leather Goods Manufacturers

CLASSIFICATIONS: Shoes, novelties, tanners, purses, trunks and bags.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	20.6	21.6	6.3	12.8
Catalogs, booklets	26.8	20.0	24.2	15.2
Window displays	3.4	0.0	4.4	11.2
Letters, postage	27.9	1.8	10.1	21.2
All other forms	21.2	56.6	54.9	39.6

*Companies grouped as follows according to appropriations: $5,000 or less, 50 per cent; $5,000 to $25,000, 27.7 per cent; $25,000 and over, 21.4 per cent.

83 Household Equipment Manufacturers

CLASSIFICATIONS: Furniture, lighting fixtures, bedding, linens, kitchen equipment, clocks, laundry appliances, stoves, rugs, electric appliances, picture frames.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	22.4	25.9	19.6	28.4
Catalogs, booklets	10.5	8.0	18.2	11.1
Window displays	1.6	2.1	1.9	2.3
Letters, postage	31.5	23.6	14.2	18.0
All other forms	34.0	40.4	46.1	40.2

*Companies grouped as follows according to appropriations: $5,000 and less, 42.4 per cent; $5,000 to $25,000, 30.5 per cent; $25,000 and over, 27.1 per cent.

45 Machinery Manufacturers

CLASSIFICATIONS: Railroad, electrical, milk can washers, bakery, farm, vending, meat packing, die and stamping, mixers, pressing, printing, foundry.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	21.7	24.5	18.8	18.0
Catalogs, booklets	9.5	14.4	25.2	15.0
Window displays	0.0	0.0	0.0	0.0
Letters, postage	11.7	5.8	14.4	13.0
All other forms	57.1	55.3	41.6	54.0

*Companies grouped as follows according to appropriations: $5,000 and less, 43.6 per cent; $5,000 to $25,000, 35.9 per cent; $25,000 and over, 20.5 per cent.

20 Jewelry Manufacturers

CLASSIFICATIONS: Silversmiths, wholesale jewelers, novelty jewelry.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	22.2	39.0	26.9	27.9
Catalogs, booklets	36.2	45.0	42.4	40.9
Window displays	0.0	2.1	0.0	0.7
Letters, postage	21.0	6.6	12.8	16.8
All other forms	20.6	7.3	17.9	13.7

*Companies grouped as follows according to appropriations: $5,000 and less, 42.9 per cent; $5,000 to $25,000, 35.7 per cent; $25,000 and over, 21.4 per cent.

75 Clothing Manufacturers

CLASSIFICATIONS: Juvenile, millinery, shirts, furs, dresses and gowns, men's shirts, caps and hats, linens, hosiery, neckwear, uniforms, bath robes, negligees, coats, aprons, sweaters, bathing suits, work clothes, gloves.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	9.9	13.2	10.7	13.2
Catalogs, booklets	2.8	9.0	19.7	6.8
Window displays	6.5	7.7	5.6	6.1
Letters, postage	50.2	26.5	14.9	39.8
All other forms	30.6	43.6	49.1	34.1

*Companies grouped as follows according to appropriations: $5,000 and less, 56.6 per cent; $5,000 to $25,000, 21.6 per cent; $25,000 and over, 21.8 per cent.

27 Office Equipment Manufacturers

CLASSIFICATIONS: Time recorders, autographic machines, stamps and stencils, typewriters, perforators, water coolers, switchboards, steel cabinets, automatic addressing machines, tabulating machines.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	19.9	10.7	28.7	13.4
Catalogs, booklets	12.0	31.0	10.8	18.1
Window displays	0.1	21.0	1.2	0.6
Letters, postage	16.8	37.3	17.6	18.5
All other forms	51.2	0.0	41.7	49.4

*Companies grouped as follows according to appropriations: $5,000 and less, 43.4 per cent; $5,000 to $25,000, 30.4 per cent; $25,000 and over, 26.2 per cent.

19 Chemical Manufacturers

CLASSIFICATIONS: Drugs, perfumes, laboratory supplies, exterminators, paint chemicals, automobile chemicals.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	11.1	10.6	19.7	13.5
Catalogs, booklets	15.2	44.6	39.0	28.0
Window displays	0.0	0.0	3.8	1.5
Letters, postage	18.5	32.3	13.5	21.0
All other forms	55.2	12.5	24.0	36.0

*Companies grouped as follows according to appropriations: $5,000 and less, 53.3 per cent; $5,000 to $25,000, 20.1 per cent; $25,000 and over, 26.6 per cent.

18 Steel Supply Manufacturers

CLASSIFICATIONS: Galvanized plating, foundry equipment, steel jobbers, steel containers, valve couplings, tanks, ropes, pipe and forge.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	22.3	7.6	8.4	12.5
Catalogs, booklets	11.1	15.3	16.9	14.3
Window displays	0.0	0.0	0.0	0.0
Letters, postage	11.1	14.4	10.3	12.5
All other forms	55.5	62.7	64.4	60.7

*Companies grouped as follows according to appropriations: $5,000 and less, 26.6 per cent; $5,000 to $25,000, 53.3 per cent; $25,000 and over, 20.1 per cent.

27 Investment Houses

CLASSIFICATIONS: Insurance, loans, real estate, banking, bonds and mortgages.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	18.5	16.5	15.3	16.4
Catalogs, booklets	1.2	4.4	12.8	5.3
Window displays	0.6	0.8	0.0	0.2
Letters, postage	33.0	23.0	16.3	24.0
All other forms	46.7	55.3	55.6	54.1

*Companies grouped as follows according to appropriations: $5,000 and less, 37.5 per cent; $5,000 to $25,000, 37.5 per cent; $25,000 and over, 25 per cent.

10 Manufacturers of Scientific Instruments

CLASSIFICATIONS: Dental, dial thermometers, glass laboratory apparatus, medical, reflectors, cameras.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	0.0	15.4	10.0	9.0
Catalogs, booklets	0.0	5.2	42.5	11.7
Window displays	0.0	0.0	3.0	0.9
Letters, postage	6.6	7.7	10.0	7.8
All other forms	93.4	71.7	34.5	70.6

*Companies grouped as follows according to appropriations: $5,000 and less, 33.3 per cent; $5,000 to $25,000, 44.4 per cent; $25,000 and over, 22.3 per cent.

10 Confectioners

CLASSIFICATIONS: Candy, pop corn, candy ingredients.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	5.0	31.2	3.3	16.7
Catalogs, booklets	8.3	1.3	26.4	12.8
Window displays	1.8	29.5	26.4	22.5
Letters, postage	36.6	1.3	1.8	1.6
All other forms	48.3	36.7	42.1	46.4

*Companies grouped as follows according to appropriations: $5,000 and less, 11.1 per cent; $5,000 to $25,000, 44.4 per cent; $25,000 and over, 44.5 per cent.

12 Auto Accessories Manufacturers

CLASSIFICATIONS: Tools, lamps, trunk racks, radios, batteries.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	24.0	38.7	16.7	26.8
Catalogs, booklets	6.0	2.6	25.1	10.9
Window displays	0.0	0.0	6.5	1.5
Letters, postage	20.0	7.5	8.6	7.9
All other forms	50.0	51.2	43.1	52.9

*Companies grouped as follows according to appropriations: $5,000 and less, 25 per cent; $5,000 to $25,000, 50 per cent; $25,000 and over, 25 per cent.

41 Hardware Manufacturers

CLASSIFICATIONS: Paint and varnish, glass, polishes, stoves, gutters, screws and rivets, safety devices, wire strippers, casement hardware, tools, door closers, pans, etc., locks, marine hardware.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	17.8	5.5	17.0	15.7
Catalogs, booklets	31.4	31.6	46.3	30.6
Window displays	5.4	2.4	0.5	1.1
Letters, postage	2.9	29.6	12.8	15.6
All other forms	42.5	30.7	23.4	37.0

*Companies grouped as follows according to appropriations: $5,000 and less, 61.7 per cent; $5,000 to $25,000, 17.8 per cent; $25,000 and over, 20.5 per cent.

7 Drug Supply Manufacturers

CLASSIFICATIONS: Tooth brushes, healing salve, reducing cream, hygienic preparations.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	33.3	0.0	4.3	15.1
Catalogs, booklets	13.3	0.0	0.0	5.7
Window displays	6.8	0.0	3.9	4.7
Letters, postage	13.3	100.0	21.8	15.3
All other forms	33.3	0.0	70.0	59.2

*Companies grouped as follows according to appropriations: $5,000 and less, 33.3 per cent; $5,000 to $25,000, 16.7 per cent; $25,000 and over, 50 per cent.

7 Sporting Goods Manufacturers

CLASSIFICATIONS: Roller skates, bicycles, tents, golf supplies, fishing equipment.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	50.0	20.0	9.5	13.3
Catalogs, booklets	0.0	10.0	4.7	14.7
Window displays	0.0	0.0	2.3	0.8
Letters, postage	0.0	6.7	11.9	7.3
All other forms	50.0	63.3	71.6	63.9

*Companies grouped as follows according to appropriations: $5,000 and less, 33.3 per cent; $5,000 to $25,000, 55 per cent; $25,000 and over, 11.7 per cent.

14 Novelty Manufacturers

CLASSIFICATIONS: Toys, costume flowers, pictures, advertising specialties.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	16.6	2.5	0.0	15.3
Catalogs, booklets	20.2	33.0	0.0	20.9
Window displays	0.0	0.5	0.0	4.0
Letters, postage	14.3	2.3	0.0	19.1
All other forms	48.9	61.7	0.0	44.3

*Companies grouped as follows according to appropriations: $5,000 and less, 71.4 per cent; $5,000 to $25,000, 21.4 per cent; $25,000 and over, 7.2 per cent.

11 Associations

CLASSIFICATIONS: Boys and girls clubs, credit agencies, girl scouts, coal dealers, realty dealers, lath manufacturers associations, appraisal engineers, flour millers, tile manufacturers, dry milk associations.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	36.6	0.0	21.7	27.8
Catalogs, booklets	6.6	58.0	24.2	17.8
Window displays	0.0	0.0	2.2	0.7
Letters, postage	34.3	0.0	7.2	21.2
All other forms	22.5	42.0	44.7	32.5

*Companies grouped as follows according to appropriations: $5,000 and less, 54.5 per cent; $5,000 to $25,000, 9.2 per cent; $25,000 and over, 36.3 per cent.

13 Textile Manufacturers

CLASSIFICATIONS: Tapestries, fiber, needlework, cushions, drapes, fancy lace.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	5.0	23.4	28.4	14.3
Catalogs, booklets	21.8	13.3	10.5	17.4
Window displays	0.8	0.0	0.0	0.4
Letters, postage	41.6	50.0	45.7	44.6
All other forms	30.8	13.3	15.4	23.3

*Companies grouped as follows according to appropriations: $5,000 and less, 54.5 per cent; $5,000 to $25,000, 27.2 per cent; $25,000 and over, 18.3 per cent.

13 Musical Instrument Manufacturers

CLASSIFICATIONS: Radios, sheet music, phonographs, radio speakers, pianos, radio accessories.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	41.0	8.5	7.7	17.6
Catalogs, booklets	0.0	64.0	21.8	23.4
Window displays	0.0	0.0	0.2	0.4
Letters, postage	27.4	2.5	2.0	8.2
All other forms	31.6	25.0	68.3	50.4

*Companies grouped as follows according to appropriations: $5,000 and less, 18.2 per cent; $5,000 to $25,000, 27.2 per cent; $25,000 and over, 54.6 per cent.

13 Fuel Product Manufacturers

CLASSIFICATIONS: Coal, oil.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	2.0	6.7	17.2	7.5
Catalogs, booklets	0.0	6.7	18.9	6.8
Window displays	0.0	0.0	3.4	0.9
Letters, postage	28.0	16.6	29.3	25.2
All other forms	70.0	70.0	31.2	59.6

*Companies grouped as follows according to appropriations: $5,000 and less, 45.4 per cent; $5,000 to $25,000, 18 per cent; $25,000 and over, 36.6 per cent.

57 Miscellaneous

CLASSIFICATIONS: Publications, printers rollers, cartons, religious supplies, school and theater supplies, mail-order houses, hotels, rubber and optical, body beautifiers, seeds and flowers, caskets, cold storage, schools.

Appropriation*	$5,000 and less	$5,000 to $25,000	$25,000 and over	Average for all concerns
Folders, broadsides	30.4	9.2	15.5	19.5
Catalogs, booklets	10.5	33.4	22.7	21.3
Window displays	0.0	0.0	0.9	2.0
Letters, postage	11.2	11.1	15.6	12.4
All other forms	47.9	46.3	45.2	44.8

*Companies grouped as follows according to appropriations: $5,000 and less, 37.5 per cent; $5,000 to $25,000, 31.2 per cent; $25,000 and over, 31.3 per cent.

Channels of Distribution Through Which the Products of 656 Companies Are Sold

Line of Business	Jobbers	Dealers Direct	Consumer Direct (by Agents)	Consumer Direct (by Mail)
Store fixtures (28)	16.0	10.0	40.0	34.0
Food products (35)	27.4	43.2	15.7	13.7
Building materials (52)	15.1	31.4	31.4	22.1
Household equipment (83)	26.2	28.1	23.9	21.8
Jewelry (20)	13.3	16.6	23.5	46.6
Machinery (45)	14.6	22.7	33.9	28.8
Clothing (75)	11.7	54.3	14.5	19.5
Leather goods (21)	14.8	33.4	25.9	25.9
Novelties (14)	39.1	43.5	4.4	13.0
Associations (11)	0.0	0.0	42.8	57.2
Miscellaneous (57)	6.6	16.8	30.0	46.6
Drug supplies (7)	30.8	46.1	15.4	7.7
Sporting goods (7)	21.4	28.6	21.4	28.6
Scientific instruments (10)	16.6	27.9	33.3	22.2
Confectioners (10)	33.3	33.4	26.6	6.7
Auto accessories (12)	33.7	23.6	28.5	14.2
Hardware (41)	31.1	31.1	20.7	17.1
Office equipment (27)	11.2	28.9	24.4	35.5
Chemicals (19)	29.0	22.6	26.0	22.4
Textiles (13)	10.7	31.5	26.3	31.5
Musical instruments (13)	34.8	34.8	13.1	17.3
Fuel products (11)	18.2	22.7	36.3	22.8
Steel supplies (18)	20.0	14.3	40.0	25.7
Investments (27)	20.0	0.0	30.0	50.0
Average	20.6	26.9	26.2	26.3

Months When Next Year's Printing Will Be Prepared

Line of Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	No. time set
Store fixtures	6.8	6.8	6.8	6.8	5.6	4.5	3.4	5.6	10.2	9.1	8 0	5.6	20.8
Food products	5.5	5.5	6.6	5.5	6.6	6.6	6.6	6.6	8.7	5.5	5.5	5 5	25.3
Building materials	1.6	4 1	5.8	5 8	6.6	3 3	3.3	6.6	11 6	11 6	7.4	3.3	29 0
Household equipment	4 2	5.8	9 6	8.3	7 1	5.4	4.2	5 0	9.6	7.9	7.1	4.6	21.2
Jewelry	6.9	7.7	7.7	6.9	6.9	6.9	6 9	6.9	9 3	10.0	9.3	8.5	6.1
Machinery	5.4	5.4	7.8	7.8	7.8	5.4	5.4	5 4	5.4	6.7	7.5	4.7	25.8
Leather goods	5.9	8.2	8.2	7.1	5.9	5.9	4.7	7.1	15.3	11.7	7.1	4.7	8.2
Clothing	6.1	15.7	12.5	3.7	2.5	4.1	4.1	10.9	13.7	8.1	4.1	3.7	10.8
Novelties	4.3	4.3	4 3	4 3	4 3	8.7	4 3	0.0	0.0	4 3	13.0	8 7	39 5
Associations	3.4	3 4	7.0	10.3	10.3	7.0	3.4	3.4	10.3	10.3	3.4	3 4	24 4
Miscellaneous	1.1	4 4	4 4	5.5	4 4	0.0	0.0	6.5	8 8	7.7	7.7	1 2	48.3
Drug supplies	15.4	7.7	7 7	0.0	0 0	0 0	0 0	0.0	7.7	7.7	7.7	7.7	38 4
Sporting goods	4 6	13 9	16.3	11.6	9.3	4.6	4.6	7.0	9.3	7.0	4.6	4 6	2.6
Scientific instruments	5.3	10.5	5 3	0.0	5.3	5.3	0 0	0 0	5.3	5.3	5.3	5.3	47.1
Confectioners	7 9	7 9	7 9	5.3	5.3	5.3	5.3	7.9	7.8	7.9	7.8	7 9	15.8
Auto accessories	2 6	5.3	13.2	10.5	8 0	5.3	2 6	2 6	7 9	7.9	2 6	2.6	28.9
Hardware	4 7	5.6	9 3	12.1	11.2	1.8	1.9	3.7	5.6	7.5	6.5	3.7	26 4
Office equipment	2 0	2.0	2.0	4.0	4.0	6.0	4 0	4.0	6 0	6.0	8.0	10.0	42.0
Chemicals	6.8	9 1	9.1	9.1	4.5	2 3	4 5	6.8	6 8	4 5	4 5	4 5	27.5
Textiles	0.0	9 1	9 1	0 0	0 0	0.0	0.0	4.5	13 6	13.6	9.1	4.5	36.5
Musical instruments	5.4	7.1	5 4	7 1	10 7	5 4	5.4	10.7	10.7	8 9	8.9	7.1	7.2
Fuel products	3.1	6 5	3.1	6.5	9 4	9.4	9.4	9 4	6.5	3.1	6.5	6.5	20.6
Steel supplies	0 0	4 0	12 0	12.0	8.0	4.0	4 0	0.0	0.0	0.0	0.0	0.0	56.0
Investments	4 5	6 8	6.8	11 3	9.1	4.5	2.3	0.0	2.3	2.3	4.5	4 5	41.1
Average	4.7	6 9	7 8	6 7	6.4	4 6	3 8	5.0	8 1	7.3	6.5	5.1	27.1

Who Prepares the Printed Advertising?

Line of Business	Advertising Department	Sales Promotion Department	Advertising Agency	Service Printer
Store fixtures	63.3	3.4	13.3	2.0
Food products	35 0	5 0	40.0	10.0
Building materials	46.9	3.0	31.8	18.3
Household equipment	51.5	5.8	20.4	22.3
Jewelry	26.7	30.0	0.0	43.3
Machinery	66.2	3.7	9.4	20.7
Leather goods	43.7	6.3	15.5	34.5
Clothing	41.3	6.7	15.4	36.6
Novelties	61.5	7.7	15.4	15.4
Associations	26.6	6.7	26.7	40.0
Miscellaneous	57.3	4.7	15.8	22 2
Drug supplies	39.9	0.0	50.0	10.0
Sporting goods	66 6	0 0	0.0	33 4
Scientific instruments	72.7	0.0	27.3	0.0
Confectioners	46.2	15.4	30.7	7.7
Auto accessories	44.4	5.6	33.2	16.8
Hardware	57.7	3 8	25.0	13.5
Office equipment	56.7	3.3	13.3	26.7
Chemicals	56.5	4.4	13.0	26.1
Textiles	53.3	6.7	6.6	33.4
Musical instruments	52.6	10.5	26.3	10.6
Fuel products	41.2	11.8	23.5	23.5
Steel supplies	76.5	0.0	11.8	11.7
Investments	37.8	10.8	18.9	32.5
Averages for 656 companies in twenty-four lines of business	51 3	6.5	20.1	22.1

How Direct-Mail Money Is Spent

Line of Business (Number of Companies Investigated)	Folders and Broadsides	Catalogs and Booklets	Window and Store Display	Letters and Postage	All Other Forms
Store fixtures (28)	22.2	17.3	3.6	9.8	47.1
Food products (35)	13.9	10.7	16.3	4.1	55.0
Building materials (52)	22.0	14.0	1.0	11.0	52.0
Leather goods (21)	12.8	15.2	11.2	21.2	39.6
Household equipment (83)	28.4	11.1	2.3	18.0	40.2
Machinery manufacturers (45)	18.0	15.0	0.0	13.0	54.0
Jewelry (20)	27.9	40.9	0.7	16.8	13.7
Clothing (75)	13.2	6.8	6.1	39.8	34.1
Office equipment (27)	13.4	18.1	0.6	18.5	49.4
Chemicals (19)	13.5	28.0	1.5	21.0	36.0
Steel supplies (18)	12.5	14.3	0.0	12.5	60.7
Investment houses (27)	16.4	5.3	0.2	24.0	54.1
Scientific instruments (10)	9.0	11.7	0.9	7.8	70.6
Confectioners (10)	16.7	12.8	22.5	1.6	46.4
Automobile accessories (12)	26.8	10.9	1.5	7.9	52.9
Hardware (41)	15.7	30.6	1.1	15.6	37.0
Drug supplies (7)	15.1	5.7	4.7	15.3	59.2
Sporting goods (7)	13.3	14.7	0.8	7.3	63.9
Novelties (14)	15.3	20.9	4.0	19.1	44.3
Associations (11)	27.8	17.8	0.7	21.2	32.5
Textiles (13)	14.3	17.4	0.4	44.6	23.3
Musical instruments (13)	17.6	23.4	0.4	8.2	50.4
Fuel products (13)	7.5	6.8	0.9	25.2	59.6
Miscellaneous (57)	19.5	21.3	2.0	12.4	44.8
Average	17.2	16.2	3.4	16.5	46.7

How Leading Advertisers Divide Their Appropriation for Direct Advertising

The figures presented in the following section have been furnished in confidence to The Dartnell Corporation for use in this guide. For obvious reasons we have refrained from printing the names of the companies submitting the figures, but in listing them we have, so far as possible, indicated the nature of their business. *Unless otherwise mentioned, the concern is a manufacturer.*

Advertising Agencies

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned						
			Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Agency No. 1	.....	24	100	.....	.....	....	....	....	....
Agency No. 2	10	70	78.8	.....	21.2	....	....	....	....
Agency No. 3	1	15	66.6	.....	33.4	....	....	....	....
Agency No. 4	.....	24.3	100	.....	.....	....	....	....	....
Agency No. 5	.....	70	100	.....	.....	....	....	....	....
Agency No. 6	.....	100	100	.....	.....	....	....	....	....
Agency No. 7	8	80	60	20	.....	....	20	....	....
Agency No. 8	3	100	100	.....	.....	....	....	....	....
Agency No. 9	5.5	75	66.6	.....	.....	....	33.4	....	....
Agency No. 10	5	100	50	.....	.....	....	25	25	....

Automobile Accessories

Auto Accessories	5	17	.....	100	.....	....	....	....	....
Auto Accessories	12	25	.....	66.4	33.6	....	....	....	....
Auto Accessories	2.5	19.4	39.6	.....	22.8	....	37.6	....	....
Auto Accessories	10	65	38.4	24.3	23.5	....	....	13.8	....
Auto Elec. Equip.	4	37	.....	100	.....	....	....	....	....
Auto Equipment	8	48.8	.....	73.7	26.3	....	....	....	....
Auto Equipment	5	13	38.4	.....	61.6	....	....	....	....
Battery Equipment	6	4.25	52.9	.....	23.6	....	....	23.5	....
Bumper Mfg. No. 1	2.5	29	14.8	65.9	19.3	....	....	....	....
Bumper Mfg. No. 2	4.625	51	90.2	.....	.....	9.8	....	....	....
Fuses, Outlet Boxes	1.3	30	.....	83.3	16.7	....	....	....	....

Automobile and Motor Trucks

Auto Mfg. No. 1	3	10.5	.....	42.8	57.2	....	....	....	....
Auto Mfg. No. 2	.....	17	.....	100	.....	....	....	....	....
Auto Mfg. No. 3	1.4	15.51	.....	68.5	31.5	....	....	....	....
Auto Mfg. No. 4	3.21	15.2	23.2	13.3	54	....	....	....	9.5
Motor Trucks No. 1	3	55	63.8	16.3	18.1	....	....	1.8	....
Motor Trucks No. 2	.....	47	59.6	.....	40.4	....	....	....	....
Motor Trucks No. 3	1.25	12.77	44.1	.....	55.9	....	....	....	....
Motor Trucks No. 4	1	65	84.7	.....	7.5	....	....	....	7.5
Motor Trucks No. 5	1	46	30	24	17	....	20	....	9

Building Material and Supplies

Asbestos Pipe and Floor Covering	5	85	70.6	11.8	5.9	....	....	11.7	....
Building Material	3.5	25.4	94.5	5.5	.....	....	....	....	....
Building Material	3	52	32.7	48	19.3	....	....	....	....
Building Material	.....	18	83.3	11.1	5.6	....	....	....	....
Bath Room Equipment	6.4	30.5	100	.....	.....	....	....	....	....
Construction Equipment	12	55	72.5	9.1	10.9	....	3.7	3.8	....

Building Material and Supplies—Cont.

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned						
			Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Interior Woodwork	2	90	76.5	12	11.5	....	....	....	....
Lumber	.....	26.5	15	53	32	....	....	....	....
Lumber	1	60	83.3	.....	16.7	....	....	....	....
Mill Work	.5	.375	100	.....	.....	....	....	....	....
Plastic Lining	6	64.25	31	5.4	1.4	....	52.1	10.1	....
Roofing Material	5.4	40	.....	50	25	25	....	....	....
Screens	6.4	31.8	70.8	.....	22	....	....	7.2	....
Steel Fabricators	2.5	68	80.8	2.9	7.8	....	2.8	5.7	....
Wall Board	10.2	38.6	33.1	33.1	14.4	19.4	....	....	....
Electrical Materials	.....	100	.....	10	.....	....	....	....	90
Lumber Mfr.	.....	50	40	40	.....	20	....	....	....
Tile & Ltg. Fixtures	5	70	71.5	.....	11.4	....	....	....	17.1
Fibre Board	8	24	29.3	20.8	49.9	....	....	....	....
Iron & Steel	.....	21.7	25.3	31.3	31.3	....	12.1	....	....
Bldg. Material & Coal	1	60	42	.....	58	....	....	....	....
Lighting Equipment	4.5	46	43.5	28.2	.....	....	....	....	28.3
Firebrick	5	60	16.6	.....	8.3	....	75.1	....	....
Asbestos Mfrs.	5	100	75	5	10	....	....	....	10
Ornamental Bronze	6	50	30	.....	20	....	....	....	50
Steel Sash	5	70	42.8	28.6	.....	....	....	....	28.6
Street Ltg. Equip.	3	28	46.4	7.1	28.6	....	....	....	17.9

Cereal, Feed and Flour Milling

Cereal Milling	1.75	12	.....	25	25	33.4	....	16.6	....
Feed Milling	4	29	50.8	16.9	23.8	....	8.5	....	....
Feeds	1	53	37.7	56.6	3.8	....	1.9	....	....
Feeds	1	35	85.5	.....	14.5	....	....	....	....
Feed	4	30	66.6	13.3	20.1	....	....	....	....
Feed	2.5	41	60.9	19.5	12.2	....	....	7.4	....
Feed Company	5	88	79.3	9.2	.....	....	11.5	....	....
Flour and Cereal Milling	.9	15	.....	66.7	.....	....	....	33.3	....
Flour and Cereal Products Manufacturing	.61	25.22	.....	.....	.....	6.6	....	93.4	....
Flour Milling	1.5	.....	.....	43.5	.....	40.4	....	16.1	....
Flour Milling	3	80	62.5	18.8	8.8	3.7	....	6.2	....
Flour Milling 10c Bbl.	.....	25	.....	70	.....	....	....	30	....
Flour Milling	2	60	75	16.6	8.4	....	....	....	....
Feed—Fertilizer	2	81	81.3	3.8	.....	....	14.9	....	....
Grain Merchant	.05	85	100	.....	.....	....	....	....	....

Cigar Manufacturers

Manufacturer No. 1	2.56	27	.....	100	.....	....	....	....	....
Manufacturer No. 2	10	50	100	.....	.....	....	....	....	....
Manufacturer No. 3	4.75	22	.....	63.6	.....	36.4	....	....	....
Manufacturer No. 4	13	32	15.6	62.5	.....	21.9	....	....	....

Clothing, Men's and Boys'

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Boys' Shirts	2.6	37	32.5	67.5					
Gloves and Mitten Mfg.	3	2		100					
Gloves and Mitten Mfg.		12		100					
Hat Mfg. (Men's Felt)	1.5	55		72.7	10.9	16.4			
Men's Suits	2.4	40		62.5	37.5				
Shirt Manufacturing	1.5	94	70.2	23.4	6.4				
Work Clothing	3.5	38		78.9	18.4	2.7			
Work Clothing	1	100.23	78.2	21.8					
Men's Tailored Clothing	3	45	44.5	46.7			8.8		
Men's Clothing Mfrs.	1.5	30	16.7		50		33.3		
Retail Clothing	4	23	86.9		8.7		4.4		

Clothing, Women's

Corsets		26		83.3	16.7				
Dresses, Silk	2.5	45	44.4	11.1	44.5				
Knitted Wear	4	12		83.3	16.7				
Knitted Wear	5	57	87.6	8.7	3.7				
Ready-to-Wear	3	20	100						
Suits, Cloaks	3	41		85.4	14.6				
Underwear, Silk	3	37	5.4	72.9	13.6			8.1	

Confectionery

Confectioner's Assn.	.1	47	42.5	42.5	4.3		10.7		
Mfg. No. 1	5	39.6		86.6	13.4				
Mfg. No. 2	8	29.5		73.1	7.4	19.5			
Mfg. No. 3	2	40		25	12.5	62.5			
Mfg. No. 4		22		54.5		45.5			
Mfg. No. 5	3	72.5	13.7	57.9	25.5	2.9			
Mfg. No. 6	15	17		88.3		11.7			
Mfg. No. 7	2.25	45		100					
Mfg. No. 8	2	80	37.5	43.8	12.5				6.2

Electrical Household Appliances

Electrical Appliances	8	29	34.5	51.8		3.4		10.3	
Electric Heating Appl.	5	60						100	
Electrical Products	3.5	40	100						
Electric Refrigeration	4	18.5			38		8		54
Electric Refrigeration		36	21.7		55.5		2.8		20
Gas Light & Heat. Appl.	5.5	15	86.7		13.3				
Heating Appliances	5	80		25				75	
Ldry. Equip. Home No. 1	4	27		92.5	7.5				
Ldry. Equip. Home No. 2		62		72.6	22.6			4.8	
Portable Lamp Mfg.	5	30		100					
Vacuum Sweeper	10	42	23.8	71.4	4.8				
Vacuum Sweeper	7	43.5	31	34.5	34.5				
Wash. Machine Electric	5	23		69.5	30.5				
Wash. Machine Electric	4	32		50	18.8			31.2	
Wash. Machine Mfrs.	9.6	30	50	10	40				
Wash. Machine Mfrs.	7.5	17.5	2.2	39.5	27.5		11		

Farm Implements and Equipment

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Agricultural		28	14.3	8.9	25		1.8		50
Agricultural Machy.	2	47	53.2	10.6	21.3		6.4		8.5
Farm Equipment	5.25	14.3		33.5	33			33.5	
Farm Equipment	4	50	70		20	10			
Farm Implements	1.4	54	90.7					9.3	
Farm Tools	3	60	83.3	8.3	8.4				
Feed Heaters	10	17	70.5		29.5				
Saddlery, Wholesale	1.8	80	43.8		6.2				50
Steel Fence Mfg.	2	40	75	12.5	12.5				
Stock Remedy	5	100	80	20					
Stoves Brooder	10	46	65.2	21.7	13.1				
Wire and Fencing	1.5	26		69.3	19.2	7.7		3.8	
Wire and Fencing	2	28	71.5	10.7	8.9				8.9

Financial

Fidelity and Surety Bond.	.02	20	100						
Investment Bonds	1.5	19.7		76.1	23.9				
Investment Bonds		5			100				
Investment Securities	.1	60			100				
Investment Banking		5			100				
Investment Banking		88	94						6
Life Insurance		81.5	6.3	84	7.3			2.4	
Life Insurance	.3	17.7	11.9	74.6	13.5				
Municipal Bonds	.25	60	100						
Real Estate Bonds	1	19	100						
Real Estate Bonds	5	4	100						
Real Estate Bonds	1	60	83.3				16.7		
Real Estate Bonds	8	57	100						
Securities	.25	12	41.7		16.6		41.7		

Foods and Beverages

Beverages	15	30		83.3	16.7				
Beverages	10	20		100					
Coffee, Tea	10	19.5	68.5	5.2		26.3			
Coffee, Tea	2	2	100						
Fancy Foods	6	.9	100						
Food Company	4	12		41.6	50	8.4			
Food Prod., Extracts, etc.	5	30	100						
Fruits		20.9		66.9	33.1				
Fruit Juice	10	100	100						
Grocers (Wholesale)	.5	45	13.4	55.5	26.7			4.4	
Meat Packing	1.7	29	20.8	55	7		17.2		
Milk (Evaporated)		28.5	69.4	14.1	5.8	10.7			
Salt Manufacturing	3	54.4	32.2	36.7	16.5	3.5		11.1	

Furniture and Furnishings

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Bed Springs Mfg.	5	25	.....	80	20	....	....	....	....
Furniture Mfrs. No. 1	3	20	.....	100	.....	....	....	....	....
Furniture Mfrs. No. 2	5	14	.....	71.4	18.6	....	....	....	....
Furniture Mfrs. No. 3	1.5	31.5	22.3	44.4	33.3	....	....	....	....
Furniture Mfrs. No. 4	5	80	68.7	12.5	18.8	....	....	....	....
Furniture Mfrs. No. 5	6	25	40	8	20	....	....	....	32
Furniture Retail	3.5	50	80	.....	20	....	....	....	....
Furniture	5	35	88.5	.....	11.5	....	....	....	....
Shade Mfg.	9	16.1	15.6	62.1	22.3	....	....	....	....
Tables & Chairs (Folding)	5	27	55.5	37	7.5	....	....	....	....

Hosiery

Mfg. No. 1	1.3	21	66.7	9.5	23.8	....	....	....	....
Mfg. No. 2	5	17.2	31.5	43.5	25	....	....	....	....
Mfg. No. 3	3.2	30.2	33.2	49.6	17.2	....	....	....	....
Mfg. No. 4	2	16.19	.....	74.9	25.1	....	....	....	....
Mfg. No. 5	20	20	100	.....	.....	....	....	....	....

Hospital and Dental Equipment

Dental Instruments	8	67	89.5	7.5	3	....	....	....	....
Physicians and Hospital Supplies and Equip.	5	69	94.2	.....	2.9	....	2.9	....	....
Surgical Specialties	7	83	93.8	.....	6.2	....	....	....	....

Hotels and Resorts

Hotel No. 1	5	50	80	.....	20	....	....	....	....
Hotel No. 2	2.4	5.6	19.6	.....	80.4	....	....	....	....
Hotel No. 3	3	20	100	.....	.....	....	....	....	....
Hotel No. 4	1	17.1	73.8	.....	17.5	....	....	8.7	....
Resort No. 1	5	20	80	.....	20	....	....	....	....

Household Specialties

Basket Mfr. No. 1	5	20	.....	50	50	....	....	....	....
Basket Mfr. No. 2	5	50	100	.....	.....	....	....	....	....
Brushes	.....	45	100	.....	.....	....	....	....	....
Brush Mfr.	1.5	59	40.7	42.4	16.9	....	....	....	....
Cleanser No. 1	27	39.5	.....	15.6	.....	84.4	....	....	....
Cleanser No. 2	.....	9.3	.....	31.2	4.3	64.5	....	....	....
Cutlery	.....	33	.....	75.7	24.3	....	....	....	....
Fire Screens, Ornamental Irons, Metal Beds, etc.	4	2.75	72.7	9.1	18.2	....	....	....	....
Folding Stairs	7	53	75.4	16.9	7.7	....	....	....	....

Household Specialties—Cont.

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Glassware (Chemical)	2	2	100	.....	.....	....	....	....	....
Household Equipment	4	39	.....	30.7	5.1	64.2	....	....	....
Insecticides	11	22	.5	67.7	31.8	....	....	....	....
Insecticides and Poisons	.....	100	100	.....	.....	....	....	....	....
Ironing Boards	3	75	53.3	33.3	13.4	....	....	....	....
Laundry Blue	5	15	.....	66.6	.....	33.4	....	....	....
Metal Household Specialties Mfr.	10	59	59.3	33.5	5.6	1.6	....	....	....
Mirror Mfrs.	3	80	81.2	.....	18.8	....	....	....	....
Pressure Cookers	.....	20	.....	.....	.....	....	....	....	....
Utensils, Aluminum	7.5	75	66.6	33.4	.....	....	....	....	....
Utensils, Kitchen and Household	.....	40	62.5	25.5	12..	....	....	....	....

Insurance

Automobile	2.08	46	72.5	.....	27.5	....	....	....	....
Casualty	.25	68	95.6	.....	4.4	....	....	....	....
Fire Insurance	1	90	100	.....	.....	....	....	....	....
Fire Insurance	1	.....	.....	.....	.....	....	....	....	....
General	.....	15	66.7	.....	33.3	....	....	....	....

Jewelry

Jewelry Manufacturing	7	47.8	.....	43.9	53.2	....	....	2.9	....
Jewelry Manufacturing	.....	31.4	.....	84.3	15.7	....	....	....	....
Silverware	15	25	.....	60	32	8	....	....	....

Leather

Purses and Bill Folds	5	25	32	68	.....	....	....	....	....
Leather Mfr.	.5	50	100	.....	.....	....	....	....	....

Lighting and Wiring Equipment

Lps. Lght. Eqp. Mfg.	.....	52	.....	76.9	13.1	....	....	....	....
Lps. Lght. Eqp. Mfg.	.....	52	.....	57.6	42.4	....	....	....	....
Lps. Lght. Eqp. Mfg.	.....	60	.....	86.6	13.4	....	....	....	....
Lght. Appliance Mfg.	1.8	40	100	.....	.....	....	....	....	....
Lght., Htng. and Cooking	6	29	31.1	51.8	17.1	....	....	....	....

Machinery and Supplies

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Ball Bearing Mfr.	2.5	16	37.5	31.2	31.3				
Belt Preservatives Mfg.	8	62.5	100						
Boilers	15	55.83	77.8	11.9	7.4			2.9	
Chemical Plant Equip.		50	60						40
Concrete Mfrs.	2.33	43.3	62.3		23.2			14.5	
Concrete Mfrs.	3	33	30	36.2	27.2			6.6	
Concrete Mfrs.	1.9	41	34.2	36.6	26.8			2.4	
Dry Cleaning Mchy.	15	15	16.7	66.6	16.7				
Electric Tools	6	33	60.6	6	30.3			3.1	
Eng. or Const. Equip.	4	50	80						20
Eng. or Const. Equip.	1	80	12.5				50		37.5
Excavator, Const. Equip.	8	55	54.5	9.1	9.1				27.3
Excavator, Const. Equip.	3.5	42	80						20
Excavator, Const. Equip.	1	57	61.3	7	8.8		8.8		14.1
Heavy Machinery	5	60	100						
Heavy Machinery		14.4			95.1			4.9	
Hoists, Dump Bodies and Tanks for Trucks	2.5	35	54.7		18.9		26.4		
Industrial Locomotives	3	45	55.6		22.2				22.2
Machinery Mfr.	4	87.5	100						
Material Handling Equip.	5	95	78.8		10.6				10.6
Mechanical Leather	1.47	23		63.7	18.2			18.1	
Pipe Tools	5	32	46.9	21.9	15.6				15.6
Ptg. & Litho Press Bldrs.	2	65	100						
Pumps, Engine Mfg.	1.9	45.4	39.9	38.1	14.1			7.9	
Road Machy. Mfr.	5	45	100						
Screw Mfr.	1	70	71.5		28.5				
Special Gas Fittings		100	100						
Tank & Steel Plate Work.	6	50	100						
Tool Mfg.	3.75	27		55.5	44.5				
Tool Mfg.	3	66.7	25.4	49.2	25.4				
Tractors		41	58.5	7.3	29.4		4.8		
Woodworking Mchy.	5	50	60	40					
Woodworking Mchy.	3	50	100						
Woodworking Mchy.	2.5	62	51.6				33.9		14.5

Mail Order Houses

No. 1	16	85	98.8		1.2				
No. 2	8	10	100						
No. 3	15	15	100						
No. 4	12.5	34	64.8	17.6	17.6				
No. 5	30	25	80		20				
No. 6	10	75	100						

Miscellaneous Manufacturers

Cleaner & Dyer	5	50	100						
Fibre Can Mfrs.	4	50	50						50
Florist	5	85	94						6

Miscellaneous Manufacturers—Cont.

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Florist	2	100	100						
Grocery Store Equip.	6	50	70	20	10				
Hair Pins	10	22	100						
Laundry	3	33.3	100						
Lead		58	31	43.1			25.9		
Mfrs. & Supply House	5	100	80		20				
Motion Picture Equip.	7.19	28	25	17.9			25		32.1
Optical (Whsle.)	1.5	90	22.2	37.2	16.7		16.7		7.2
Public Utility	5	50	40	60					
Saw Mfg.	2	10		100					
Soda Fountain Supplies	2	31	70.9	9.7			19.4		
Soda Fountain Supplies	1.5	45	33.3	15.5	17.8		6.7		26.7
Traps	3.5	48	10.4	20.8	16.7		31.3		20.8

Marine Equipment

Boats	2.5	8			100				
Canoes, Marine Equip.	11	45.4	100						
Marine Engine Mfr.	6	23	39.1	8.7	52.2				
Marine Engine Mfr.	6	25	40		40				20
Outboard Motors	10	15		66.6	33.4				
Outboard Motors	6	30	76.7		23.3				
Outboard Motors	14	21.3	48.5	46.9	4.6				

Musical Instruments

Band Instr. No. 1	8.4	63	49.3	50.7					
Band Instr. No. 2	6.9	52.5	78.2	8.5	13.3				
Band Instr. No. 3	7	35.7	60.3	37.9	1.8				
Band Instr. No. 4	5	55	45.4	18.2	18.3		18.1		
Band Instrument	7.5	82	36.5	14.6	6.2				32.7
Musical Instrument	5	15		66.6	33.4				
Music	3	30			100				
Music, Retail	5	2			50			50	
Piano Manufacturing	2	53	13.3	54.7				32	
Piano Mfg., Whsle, Retail	3	71	86	4.2	7.1			2.7	
Stringed Instrument	3.3	20			100				

Office Appliances, Supplies and Equipment

Duplicating Machines	2	44	68.1		22.8		9.1		
Office Appliances	5	75	66.6		6.7		13.4		13.3
Office Appl. & Equip.	2	42	88.1		11.9				
Office Equipment	2.5	58	68	32					
Office Equipment	4	31	61.3		38.7				
Office Equipment		85	100						
Office Equipment	5	45	88.9		11.1				
Office Equipment	3	60	20.6	62.1	17.3				

Office Appliances, Supplies and Equipment–Cont.

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned						
			Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Office Machines	4	38	89.5	.....	10.5	....	....	....	....
Office Appliances	5	41	80.4	.....	7.5	....	12.1	....	....
Office Equipment	5	61	81.9	11.4	6.7	....	....	....	....
Office Supplies	7.5	37	40.6	2.7	48.6	....	....	....	8.1
Ptg. and Office Supplies	3	75.5	99.3	.....	.7	....	....	....	....
Registers	2	50	64	.....	16	....	20	....	....
School Supplies	3	46	34.8	43.4	21.8	....	....	....	....
School Supplies Mfr.	3.25	38	26.3	39.5	7.9	....	....	....	26.3
Steel Furniture	2.5	38	34.2	5.2	.....	....	....	....	60.6
Supplies, Carbon & Ribbons	.....	87	97.7	.....	2.3	....	....	....	....
Typewriters	4.5	18	61.2	33.3	.....	....	....	5.5	....

Oil and Petroleum

Oil Co. No. 1	5	60	.....	66.6	.....	....	....	33.4	....
Oil Co. No. 2	5	8	.....	62.5	37.5	....	....	....	....
Oil Co. No. 3	8.72	32.67	.....	94.9	4.1	....	....	1	....
Oil Co. No. 4	.....	25	.....	80	.....	....	....	20	....
Oil Co. No. 5	8	50	90	.....	10	....	....	....	....
Oil Co. No. 6	1.5	95	78.8	.....	10.6	....	....	....	10.6

Paint and Varnish

Manufacturer No. 1	2	46	10.9	86.9	.....	1.1	....	1.1	....
Manufacturer No. 2	.....	39.4	16.5	20.5	9.8	4.8	....	48.4	....
Manufacturer No. 3	2.44	18	21.7	47.7	26.8	3.8	....	....	....
Manufacturer No. 4	4	43	.....	76.7	9.3	14	....	....	....
Manufacturer No. 5	10	55	63.6	36.4	.....	....	....	....	....
Manufacturer No. 6	2.5	60	74.9	.....	8.3	....	16.8	....	....
Manufacturer No. 7	2.5	25	60	.....	20	....	....	....	20
Manufacturer No. 8	2	50	50	.....	.....	....	....	....	50

Paper and Paper Goods

Fine Paper Mfg.	2	69.5	47.5	.....	9.3	43.2	....	....	....
Mfg. No. 1	5	88	85.9	11.3	2.8	....	....	....	....
Mfg. No. 2	3	42.1	91.7	.....	8.3	....	....	....	....
Mfg. No. 3	4.05	23.4	8.3	64	14.9	12.8	....	....	....
Mfg. No. 4	.....	.....	100	.....	.....	....	....	....	....
Mfg. No. 5	3.5	76	60.6	19.7	.....	19.7	....	....	....
Paper Converters	4	63	31.8	31.8	7.9	....	....	....	28.5
Paper Novelty Boxes	.009	66	63.7	.....	36.3	....	....	....	....
Paper Products	15	90	100	.....	.....	....	....	....	....
Stationery Mfg.	1	50	.....	100	.....	....	....	....	....
Wholesale	1.25	70	42.8	.....	.....	57.2	....	....	....
Wholesale	3	54.5	55.1	.....	33	11.9	....	....	....

Pens and Pencils

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned						
			Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Fountain Pens No. 1	15	22	.....	68.1	31.9	....	....	....	....
Fountain Pens No. 2	8.75	22	31.9	68.1	.....	....	....	....	....
Fountain Pens No. 3	14	22.5	20.1	62.2	17.7	....	....	....	....

Printing and Binding

Printing (Dir. Mail Adv.)	.....	100	30	.....	.....	....	....	70	....
Printing and Binding	5	85	100	.....	.....	....	....	....	....
Printing (Dir. Mail)	2	90	100	.....	.....	....	....	....	....
Printing (Dir. Mail)	3	66.6	76	.....	24	....	....	....	....
Printers	2.5	67	100	.....	.....	....	....	....	....

Proprietary Medicines

Powders and Tablets	33.3	15	.....	66.6	.....	33.4	....	....	....
Proprietary Med. No. 1	9.5	9	.....	24.5	6.6	68.9	....	....	....
Proprietary Med. No. 2	30	19	52.6	.....	.....	47.4	....	....	....
Proprietary Med. No. 3	30	8.7	.....	57.4	34.6	....	....	8	....
Proprietary Med. No. 4	33.3	16	93.7	.....	6.3	....	....	....	....
Veterinary Med.	12	60	66.6	33.4	.....	....	....	....	....
Veterinary Med.	28	23	75.2	24.8	.....	....	....	....	....

Publishers, Books and Magazines

Book Publisher	15	25.5	31.4	27.4	5.8	35.4	....	....	....
Book Publisher	10	25	.....	100	.....	....	....	....	....
Book Publisher	10	17	.....	29.6	70.4	....	....	....	....
Book Publisher	8	25	.....	40	40	20	....	....	....
Educational Publisher	.....	85	97.6	.....	2.4	....	....	....	....
Juvenile Magazine	10	70	70	12.8	.....	....	17.2	....	....
Publishers, Miscellaneous	.....	98	100	.....	.....	....	....	....	....

Radio Apparatus

Radio Distributor	2.5	3	100	.....	.....	....	....	....	....
Radio Mfr.	11	18	50	.....	.....	....	....	....	50
Radio Parts No. 1	7	42	35.7	35.7	23.8	4.8	....	....	....
Radio Parts No. 2	8	25	.....	.....	60	40	....	....	....
Radio Parts No. 3	6	20	.....	100	.....	....	....	....	....
Radio Parts Mfg.	12	5	.....	.....	.....	100	....	....	....
Radio Sets No. 1	.....	8	.....	100	.....	....	....	....	....
Radio Sets No. 2	10	55	63.7	18.1	18.2	....	....	....	....
Receiving Sets	5	10	.....	100	.....	....	....	....	....

Real Estate

Land Company	11	40	34	.....	8	....	34	....	24
Land Company	5	70	100	.....	.....	....	....	....	....

Refrigerator Manufacturers and Distributors

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Distributor	5	38	57.8	31.5	10.7				
Mfr. No. 1 Electric	2.5	22	54.5	13.6	31.9				
Mfr. No. 2 Electric	2.5	33	30.3	45.5	24.2				
Mfr. No. 3	5	2.1		23.8	28.5			47.7	
Mfr. No. 4	3	15.5	40	60					
Mfr. No. 5	5	50	33.4	66.6					
Mfr. No. 6	5	20	25	50	25				
Mfr. No. 7	5.5	41	97.5				2.5		

Rubber Specialties

Footwear and Tires	1.25	31		87	13				
Mech. Rub. Gds. Mfg.	1	35	57.1	14.3	23	5.6			
Rubber Goods & Tires		74		45.9	40.5	13.6			
Tires No. 1	2.5	23.1		89.6	10.4				
Tires No. 2	2.5	40.2		92.5	7.5				
Tires No. 3	2	31.4		86.9	7.6	5.5			
Tires No. 4	2	75		100					
Tires No. 5	2	39		89.7	10.3				
Tires No. 6		26		94.1	5.9				
Tires and Tubes	5	40	62.5	25	12.5				

Schools and Colleges

Correspondence School	5	85	94.1		5.9				
Correspondence School	8	90	100						
Correspondence School	16	14	100						
Resident and Correspondence School	25	30	100						
Resident and Correspondence School	10	60	100						
School	10	25	80	20					

Seeds, Plants and Nursery Stock

Fertilizer Co. No. 1		90	93.3	2.2	4.5				
Fertilizer Co. No. 2	8	15		66	20.7			13.3	
Fertilizer Co. No. 3	35	55	72.6	18.3	9.1				
Fertilizer Co. No. 4	10	50	50	30	20				
Fertilizer Co. No. 5	5	50	50						50
Nursery Co. No. 1	11	70.43	99.4		.6				
Nursery Co. No. 2	10	5						100	
Nursery Co. No. 3	5.25	54.7	95.9		4.1				
Seed Co. No. 1	5	59	96.6	3.4					

Shoes

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned: Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Manufacturing No. 1	6.67	25.5		58.8	39.3			1.9	
Manufacturing No. 2		51	36.4	27.4	36.2				
Manufacturing No. 3	3	60		83.3	16.7				
Manufacturing No. 4	2	20		35	65				
Manufacturing No. 5	1.5	20		100					
Manufacturing No. 6		40	25					75	
Manufacturing No. 7	1	70	71.4	28.6					
Manufacturing No. 8	3.5	36	66.6	16.6	13.8		3		
Manufacturing No. 9	5	25	4	64	12		20		
Manufacturing No. 10	1.23	66.7	50		50				

Sporting Goods

Fishing Tackle	7.5	40	50	25	25				
Fishing Tackle	10	51		88.2	11.8				
Golf Equipment	5	54	25	70	5				
Sporting Goods No. 1	4	5		40	60				
Sporting Goods No. 2	5.75	74	52.6	40.5		6.9			
Sporting Goods No. 3	8	5			100				
Sport. Gds. and Cutlery	15	28	35.8	64.2					
Sporting Goods Mfg.	6	35	57.1	14.3	8.6		5.7		14.3
Sporting Goods Mfg.	10	41	19.5	36.5	14.7				29.3

Stoves, Heaters and Furnaces

Boilers, Furnaces		10.5	47.6		47.7			4.7	
Cooking, Heating	2.7	36.3	45.8	46	8.2				
Furnace Manufacturing	2.4	45	33.4	64.4				2.2	
Heater	10	11	27.3		45.4				27.3
Heating Systems	5	50		100					
Oil Stoves, Heaters		13.5		74	26				
Oil Stoves, Ranges		32.95	3.6	70.9	25.5				
Ranges, Furnaces	5	28.94	49.4	41.8	5.6			3.2	
Ranges, Heaters, Furnaces		75	53.3	33.3	13.4				
Water Tank Heaters	5	40		100					

Toilet Requisites

Toilet Preparations	8	67	92.5	4.4	3.1				
Toilet Preparations Mfg.	25	2		100					
Toiletware Mfg.	5.3	47.3	13.9	77.8	8.3				
Toilet Soap Mfg.	7.5	64		12.4	1.8	39		46.8	
Tooth Paste Mfg.		2.8		50	50				

Toys

Line of Business	Per Cent of Sales for Advertising	Per Cent of Adv. for Direct Adv.	How Total Spent for Direct Advertising Is Apportioned						
			Direct Mail	Dealer Helps	Art and Engraving	Sampling	House Organ	Specialties	Catalogs
Children's Vehicles	1	50	40	60					
Games	10	40	75	25					
Juvenile Furniture, Toys	3	55	27.3	44.4	18.2			9.1	
Sleds	4	26.6		100					
Toys, No. 1		33.1	37.4	60.4				2.2	
Toys, No. 2		40		75				25	
Toys, No. 3	10	29		86.2	13.8				

Transportation Agents

Railroad No. 1	1.4	33	18.1	9.1				72.8	
Railroad No. 2	2.5	24.5	60.1		19.8			20.1	
Railroad No. 3	2.5	24.5	97.7					2.3	
Railroad No. 4	3.9	17.2	88.3		5.9			5.8	
Steamship No. 1	6	19.3						100	
Steamship No. 2	3.5	25			10			90	
Steamship No. 3	5	14	21.5	35.7	42.8				
Travel Service	3	51	76.4					23.6	

Wholesalers

Coffee	5.8	36.51		78.2	21.8				
Confectionery	3.1	42.6	6.3	63.1	11	19		.6	
Drugs, Wholesale	.05	100		2			38		60
Groceries	1	3		33.3		33.4		33.3	
Men's Furnishings	.33	100	65	25				10	
Paper No. 1	.88	30.9	15.9			84.1			
Paper No. 2	1.25	70	42.8			57.2			
Paper No. 3	3	54.7	54.8		32.9	11.8		.5	

Advertising Campaign Planning Data

Department Store Buying Seasons

Departments	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Art Embroideries	6.15	10.08	7.30	8.03	4.21	4.46	5.64	7.54	11.24	12.88	12.64	49.83
Bathing Suits	6.0	7.46	5.13	3.66	13.30	3.62	8.36	4.23	7.20	14.73	9.89	6.53
Beds and Bedding	6.2	5.7	6.9	6.6	6.3	6.9	8.2	8.7	12.3	14.1	10.5	7.6
Blankets	6.1	8.2	7.12	6.4	4.77	6.51	4.05	10.83	13.94	10.31	11.58	10.19
Books	6.16	6.93	7.75	5.62	4.33	4.17	4.59	5.75	11.58	15.89	15.83	11.4
Boys' Clothing	4.37	8.16	13.66	8.51	6.21	6.61	3.30	10.61	14.00	11.71	8.16	4.70
Chinaware	6.63	7.66	10.02	7.23	7.57	5.99	6.27	5.66	9.87	10.65	12.42	10.03
Coats (Women's)	4.72	8.70	12.40	11.27	4.55	1.30	3.72	11.56	11.76	16.57	10.52	2.87
Corsets	6.68	9.86	11.17	9.03	9.71	7.6	7.35	7.78	9.48	8.41	7.29	5.64
Draperies	4.5	9.6	12.0	9.6	8.3	5.4	5.3	7.5	11.6	11.0	9.3	5.9
Dresses (Women's)	6.62	9.48	10.20	9.64	10.31	8.55	4.40	8.16	11.80	11.48	5.73	4.63
Furniture	7.52	8.71	9.42	8.00	6.30	5.10	8.10	7.65	9.90	9.10	11.85	8.31
Furs (Women's)	2.37	1.53	1.72	2.19	1.02	1.02	16.0	19.9	13.9	16.08	14.83	9 44
Gloves	4.6	9.66	10.85	6.72	3.74	1.88	1.55	6.56	13.22	15.46	16.66	9.10
Handkerchiefs	2.5	5.53	7.07	5 34	3.76	4.97	3.55	5.62	8.55	22.18	20.69	10.24
Hosiery	5.35	7.77	8.33	8.42	7.41	8.40	7.43	7.14	8.02	10.27	11.32	10.14
Housefurnishings	4.76	9.05	10.92	10.29	9.75	7.83	6.63	6.13	8.00	11.05	10 13	5.46
House Dresses	7.30	9.12	9.01	8.13	9.60	10.40	6.19	6.60	9.13	10.20	7.40	6.92
Infants' Wear	3.83	8.78	12.01	8.50	6.7	5.07	3.93	9.72	12.50	13.47	9.59	5.9
Jewelry	4.02	8.35	7.35	7.30	7.20	5.10	5.70	5.80	9.14	11.90	15.82	12.32
Knit Underwear	6.41	8.86	10.17	6.88	6.36	6.93	4.39	8.27	11.19	9.91	12.02	8.67
Laces, Trimmings, Emb.	5.87	10.80	10.51	8.33	9.86	7.94	3.73	8.09	9.84	9.46	10.92	4.65
Leather Goods	4.23	7.02	7.80	6.91	5.71	6.67	5.57	5.74	10.45	13.10	15.62	11.18
Linens	8.85	8.32	9.65	7.02	5.39	4.92	4.91	6.49	10.60	12.75	10.52	10.67
Linings	7.29	9.50	8.17	8.86	8.58	7.19	3.99	8.91	11.24	10.91	9 85	5.51
Linoleums	4.61	9.0	11.21	10.16	9.36	7.68	6.88	8.63	6.54	11.62	7.89	6.42
Luggage	4.36	6.07	9.33	6.03	8.67	6.89	7.66	9.61	10.92	10.27	11.13	9.07
Men's Furnishings	4.70	6.78	9.54	7.49	6.24	7.22	5.56	6.60	9.40	11.32	13.53	11.62
Millinery	5.32	11.18	12.23	10.15	8.04	5.27	4.32	11.63	12.44	9.6	5.23	4.09
Muslin Underwear	7.54	7.77	8.24	8.97	7.84	9.20	6.40	6.14	8.56	8.85	11.41	9.08
Perfume, Toilet Goods	5.94	8.10	8.49	7.48	6.30	7.38	6.94	7.48	8.67	10.42	13.62	9.18
Ribbons	6.04	9.20	9.16	8.24	7.32	7.97	6.45	5.77	8.55	9.58	12.59	9.13
Rugs and Carpets	6.15	9.25	10.50	10.45	8.46	7.16	7.26	5.86	9.49	9.58	9.60	6.30
Shoes	5.3	7.83	10.5	10.55	7.64	6.24	4.1	8.76	11.35	13.41	8.67	5.67
Silks, Velvets	6.62	11.68	12.18	11.32	8.98	8.92	5.37	7.62	9.52	8.03	5.32	4.44
Silverware	3.87	7.22	7.16	5.80	5.62	5.10	4.5	6.25	11.68	17.09	14.5	11.21
Skirts	7.51	14.88	18.65	8.25	12.88	12.19	6.22	3.28	6.03	4.62	2.24	3.25
Stationery	5.15	6.23	6.24	5.13	4.73	4.24	3.16	6.14	11.46	16.26	17.75	13.51
Suits (Women's)	8.57	19.60	30.02	11.72	4.88	1.68	1.33	7.37	7.15	4.91	1.37	1.4
Sweaters	7.12	9.07	10.55	7.22	6.31	8.30	5.52	5.37	10.64	14.42	7.46	8.02
Toys	2.09	2.27	5.21	3.71	3.08	2.66	3.70	5.49	13.93	18.35	27.10	12.41
Trimmings	6.50	13.42	8.13	7.79	7.87	4.85	3.49	6.64	13.84	10.67	11.11	5.69
Umbrellas	3.12	8.11	8.8	7.99	4.08	6.05	6.23	8.10	9.62	8.24	13.73	15.93
Veilings	6.06	13.71	11.44	8.76	6.95	5.83	4.19	6.13	6.39	8.42	12.52	9.6
Waists	8.11	13.56	13.86	10.05	11.03	8.08	5.02	5.19	8.06	7.67	6.07	3.30
Wash Fabrics	9.08	12.00	11.76	10.75	9.40	13.07	5.82	5.11	6.00	6.74	5.75	4.52
Women's Neckwear	5.50	7.93	9.37	10.33	7.53	6.16	4.44	4.18	7.39	9.97	12.19	15.01
Woolen Fabrics	12.10	12.07	10.66	5.17	2.26	2.8	2.54	11.5	14.56	13.6	8.34	4.5
Store Totals	6.25	9.35	10.47	8.46	7.01	6.09	5.45	7.68	10.55	11.50	9.75	7.54

Courtesy—Dry Goods Economist.

Peak Seasons in Various Lines of Business

Manufacturers unless otherwise stated.

There are always some lines of business that are especially active any month of the year you may select. When planning sales campaigns, we urge executives to consult this table to find what lines and what localities are affected by the "peak" months from a sales volume standpoint. This table shows percentage of business falling in each month of the year, in lines named, according to sales figures of past few years.

Line of Business	Jan.	Feb.	Mar	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Advertising Agency	5%	8%	8%	8%	9%	9%	9%	6%	12%	9%	8%	9%
Advertising Direct Mail	7	9	11	9	9	9	9	6	7	7	7	10
Advertising Financial	7	9	12	11	11	7	8	11	10	7	5	2
Advertising Motion Picture	7	7	10	10	11	9	8	7	7	7	8	9
Auto Accessory Mfg	7	9	10	12	10	12	9	9	7	6	5	4
Auto Accessory Jobber	8	7	7	8	9	9	9	10	9	9	8	7
Automobile (Mfg.)	10	9	11	9	11	12	10	9	8	5	3	3
Automobile (Retail)	4	6	11	15	10	9	9	10	9	7	5	5
Batteries (Retail)	9	8	7	7	6	7	5	5	10	13	14	9
Bags Mfg	2	5	8	7	10	15	13	9	7	10	9	5
Bakery Products	9	8	9	9	9	9	8	7	7	8	8	9
Banks, Stationers	8	10	9	8	8	8	5	6	7	11	9	11
Brass Foundries	7	8	8	10	9	10	10	9	8	8	7	8
Brick and Tile	3	4	6	10	12	12	11	10	10	9	8	6
Building Specialties	6	5	5	17	17	17	7	6	5	6	8	5
Buttons	6	9	11	10	11	11	7	6	7	8	6	4
Calendars	28	13	9	6	6	6	6	6	6	7	5	7
Candy	9	9	10	9	8	7	3	6	9	9	11	2
Canners (Fruits & Veg.)	0	0	5	10	15	15	20	15	10	5	5	10
Cash Registers	8	6	8	9	10	10	7	5	9	11	9	8
Caskets	10	10	11	10	9	9	7	6	6	7	7	8
Cement	4	8	7	8	12	16	11	10	8	7	5	4
Cereal (Mfg.)	9	9	10	9	8	8	8	8	7	8	9	7
Chairs	6	8	10	9	8	7	7	7	10	11	9	8
Chemicals (Antiseptic)	10	9	11	8	8	7	8	8	8	10	8	5
Chemicals (Disinfectant)	8	8	9	9	8	8	9	9	9	10	7	6
Clothing (Men's)	8	12	13	8	4	2	5	11	15	12	6	4
Coal (Retail)	9	7	8	6	6	7	6	7	8	11	12	13
Coal (Wholesale)	12	12	12	8	7	6	5	6	6	7	9	10
Coffee Roasters	9	9	9	9	8	7	7	7	8	9	9	9
Condiments and Preserves	9	10	11	9	14	10	13	12	12	9	9	12
Dairy Products	8	8	9	9	9	9	7	7	9	8	8	8
Dairy Products (Retail)	9	8	9	9	9	9	7	8	9	8	8	7
Dental Supplies	8	9	9	9	9	7	7	7	8	9	9	9
Dish Washing Machines	6	8	8	7	11	11	11	8	7	5	7	11
Duplicating Machines	14	7	6	6	10	4	9	9	8	12	8	11
Electric Driers	9	7	9	9	14	9	9	8	5	10	6	5
Electric Lamps	10	9	9	9	8	7	6	6	7	9	10	10
Electrical Protection Equip	8	7	8	8	8	8	11	7	9	9	8	8
Electrical Sup. (Jobber)	9	8	8	7	5	6	5	7	9	12	11	13
Envelopes (Mfg.)	10	9	9	11	10	6	6	6	7	10	9	6
Feed (Mfg.)	9	9	10	12	12	9	8	5	5	6	7	8
Fertilizer (Job)	0	0	2	8	20	3	0	8	52	7	0	0
Flour Milling	7	4	5	5	10	14	17	12	8	7	6	5
Food Specialties	7	8	8	8	8	8	8	9	9	10	10	7
Furniture (Retail)	5	7	7	7	6	7	6	7	10	12	11	15
Furniture (School)	11	7	4	2	2	1	4	12	22	15	13	7
Gas and Coke	9	5	6	7	7	10	12	15	13	5	4	7
Glass (Mfg.)	8	10	8	11	5	8	10	5	8	8	10	10
Greeting Cards	11	17	25	11	7	14	9	6	3	2	.5	2.5
Groceries (Wholesale)	7	6	9	10	11	11	9	9	9	8	7	7
Gear Cutting Mch. Mfg.	9	8	8	8	8	6	6	6	9	7	12	10
Hardware, Drapery & Cab.	9	10	10	9	8	8	6	4	7	9	10	8
Hardware, Luggage	6	6	8	7	13	13	10	10	16	5	4	2
Hardware, Wholesale	8	7	8	10	10	8	7	7	8	9	9	9
Hardwood Mfg.	5	6	7	7	7	9	10	12	11	9	8	9
Hog Feed, Mineral	14	6	10	5	7	3	8	5	7	11	15	13
Hosiery Mfg.	7	7	8	11	8	7	5	7	7	13	10	10
Hotel	5	7	10	10	10	10	7	5	9	10	10	7
Ice Cream Mfg.	3	3	4	7	10	15	20	17	9	5	4	3
Incinerator Mfg.	5	6	10	11	11	10	9	8	8	9	7	6
Ink Printing Mfg.	5	4	7	10	13	12	9	8	10	11	6	5
Ink Writing Mfg.	3	6	7	8	7	8	9	12	9	9	12	10
Insurance (Accident)	9	7	8	9	8	7	9	8	8	9	10	8
Insurance (Automobile)	6	6	8	10	13	11	11	10	7	6	6	6
Insurance (Life)	11	8	10	9	9	11	7	6	8	8	7	8
Insurance (Property)	2	9	4	8	7	9	7	8	8	7	12	19
Jewelry (Wholesale)	6	6	8	8	8	8	7	6	8	9	10	15
Knit Goods	9	8	7	5	4	8	7	2	13	16	14	7
Labels and Cartons	2	3	5	5	10	10	15	15	15	12	5	3
Leather	10	8	9	8	8	7	5	7	10	9	10	9
Leather Goods	8	8	8	8	8	6	5	7	16	17	4	5
Lumber	5	8	10	13	12	13	7	8	6	8	5	5
Lumber (Retail)	3	3	8	10	13	10	8	8	8	13	8	6
Lumber (Wholesale)	5	5	8	9	9	11	6	9	12	11	7	8
Lumber (Frames & Sashes)	8	5	7	10	14	14	6	12	12	2	3	7
Machine Tools	8	7	10	10	9	6	8	9	9	10	9	5
Machinery (Industrial)	6	11	10	6	6	8	5	8	8	11	7	14
Mail Order (Retail)	5	6	6	7	7	7	7	7	9	12	11	16
Mail Order (Wholesale)	8	7	8	8	8	8	7	6	7	9	11	10
Merchandise Brokers	6	8	10	9	10	8	8	6	8	9	8	9
Merchandise (Wholesale)	8	8	8	9	9	12	9	7	7	8	8	6
Milk (Condensed)	8	7	7	9	10	12	8	7	8	9	7	8

Peak Seasons in Various Lines of Business

There are always some lines of business that are especially active any month of the year you may select. When planning sales campaigns, we urge executives to consult this table to find what lines and what localities are affected by the "peak" months from a sales volume standpoint. This table shows percentage of business falling in each month of the year, in lines named, according to sales figures of past few years.

Line of Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Millinery (Wholesale)	11	14	19	8	4	2	7	12	12	8	2	1
Motor Control Equipment	8	8	9	8	9	9	9	8	7	9	8	8
Motors (Gasoline)	2	2	7	15	22	20	12	6	5	4	3	2
Musical Instruments	8	7	7	9	11	10	11	9	6	6	7	9
Notions (Wholesale)	5	8	9	7	8	7	7	6	10	15	10	8
Nuts (Wholesale)	9	8	8	8	9	9	7	8	9	9	9	7
Office Appliance Mfg.	10	9	10	8	8	7	7	6	7	8	10	10
Office Appliance (Wholesale)	8	7	7	6	7	7	8	8	8	9	9	16
Office Furniture	12	8	8	8	8	8	6	6	6	9	10	11
Oil Burners	8	6	4	4	6	7	8	10	16	17	9	5
Oil Producers	8	8	9	8	9	9	10	9	7	7	6	10
Oil Refining	8	8	8	9	10	9	10	9	8	8	7	6
Oil (Wholesale)	7	7	8	8	10	9	10	10	7	9	8	7
Optical Goods (Wholesale)	9	8	10	8	7	7	7	8	8	11	8	8
Overalls	7	7	8	11	13	11	8	6	8	7	10	5
Paints and Varnishes	6	6	12	5	12	9	6	7	8	9	13	6
Paper Boxes	7	8	11	8	9	10	9	9	10	10	7	3
Paper Mfg.	5	5	8	8	8	7	5	8	14	15	12	5
Paper (Wholesale)	8	7	9	8	10	8	7	8	9	10	8	8
Packers	15	11	11	13	7	8	13	7	6	7	5	7
Perfumers	7	8	7	6	7	7	9	10	11	9	8	7
Pharmaceuticals Mfg.	8	8	10	8	8	8	7	8	9	9	9	8
Phosphate (Mining)	2	24	63	8	0	2	1	0	0	0	0	0
Phonographs & Radio (Mfg.)	7	8	8	6	6	4	4	6	10	11	14	16
Picture (Motion)	6	5	3	2	2	1	5	15	36	10	8	7
Plumbing & Heating (Who.)	6	5	7	7	8	10	9	11	11	10	10	6
Plumbing Mfg.	6	6	8	9	8	9	9	9	9	12	8	7
Polish (Mfg.)	9	8	9	8	9	9	8	9	9	9	8	5
Pork Packers	7	8	9	8	8	10	9	9	9	8	7	8
Printing	7	8	8	8	7	7	7	8	9	8	9	14
Proprietary Medicine	6	9	22	6	7	6	7	8	13	6	5	5
Publishers (Med. Books)	7	13	18	10	7	11	6	6	7	7	5	4
Publishers (Farm Papers)	9	9	11	11	10	6	5	5	6	8	10	10
Publishers (Periodicals)	10	11	10	8	8	5	5	5	6	8	9	12
Publishers (Newspapers)	8	8	9	9	9	8	7	7	8	10	8	9
Publishers (Sub. Books)	6	9	9	9	9	9	8	7	7	8	10	9
Push Pin (Mfg.)	10	10	10	10	9	9	5	6	8	9	9	5
Radiators, Automobile	13	13	12	10	7	4	4	6	6	7	10	8
Radiators, Heating (Mfg.)	4	11	11	11	11	10	6	10	7	8	6	5
Real Estate	8	9	9	10	10	10	7	6	8	8	8	7
Road Equipment (Mfg.)	1	2	4	17	19	20	9	9	8	7	3	1
Roofing Material	6	6	9	7	8	9	8	10	8	11	11	7
Rope (Mfg.)	9	9	10	8	7	8	9	8	8	7	9	8
Rubber Footwear	6	7	6	2	4	6	10	10	12	13	14	10
Rubber Goods (Mfg.)	5	4	6	5	6	10	8	11	15	7	11	12
Rubber Tires (Mfg.)	7	7	7	7	7	9	8	6	10	9	9	13
Rubber Tires (Wholesale)	8	3	7	8	10	15	18	11	8	6	3	3
Scales (Farm)	5	6	7	9	10	7	11	13	12	10	8	4
School (Supplies)	7	7	9	10	9	8	2	14	13	9	8	4
Screens (Window & Door)	5	10	33	22	12	11	5	1	.5	5	0	0
Securities	9	9	8	10	7	7	8	8	9	7	9	4
Sewer Pipe (Mfg.)	1	1	4	6	16	12	11	13	16	15	4	1
Shirts (Mfg.)	6	7	10	13	11	9	7	6	6	7	8	10
Shoes (Canvass)	5	9	10	11	11	10	5	9	9	8	8	5
Shoes (Ladies' Slippers)	3	3	3	3	5	5	8	10	17	20	15	8
Shoes (Mfg.)	6	7	9	10	12	10	7	8	10	9	7	5
Shoes (Men)	10	10	11	8	5	5	10	12	10	9	7	6
Shoes (Wholesale)	10	9	10	8	9	8	6	9	9	9	6	6
Stationery (Mfg.)	11	7	10	12	8	10	6	7	9	8	10	6
Steel Products	7	8	10	10	10	8	11	12	9	6	4	10
Steel Specialties	7	7	9	8	8	11	7	9	9	8	8	8
Steel (Wholesale)	6	8	11	9	8	9	10	7	9	9	9	10
Store and Office Equipment	10	9	9	8	9	9	5	7	8	9	8	9
Stoves and Ranges	5	6	5	4	5	9	13	13	13	14	9	4
Sugar Refinery	4	5	6	7	10	12	12	12	12	8	9	5
Surgical Instruments	4	7	10	12	9	8	7	9	9	10	7	8
Textiles (Cotton Goods)	5	6	8	10	12	8	6	7	8	12	10	7
Textiles (Silks)	8	9	10	9	8	8	7	8	10	7	8	6
Textile (Woolens)	3	5	11	11	11	7	2	3	15	15	10	7
Thread	4	6	7	8	8	8	8	9	10	10	12	5
Tiles	3	7	8	7	9	11	10	8	9	11	12	15
Toilet Goods	3	5	5	6	6	5	6	9	7	12	25	15
Tools (Carpenter's)	8	10	10	10	9	8	7	6	8	8	8	15
Tools (Thread Cutting)	8	9	10	10	10	9	8	7	8	8	7	6
Tools (Motor Repair Spec.)	5	5	7	8	9	12	12	13	10	8	6	5
Tractors	0	1	3	5	8	10	15	18	20	12	6	2
Trucks	7	9	10	13	11	10	5	7	9	6	9	7
Trunks and Bags	5	7	8	8	9	8	6	8	9	11	8	9
Typewriters	7	10	10	7	8	6	6	8	8	8	9	11
Utilities (Gas)	9	9	9	8	8	8	8	8	9	9	8	8
Utilities (Power & Light)	8	7	8	8	8	8	9	10	8	8	8	10
Vinegar	5	5	7	9	10	10	12	15	10	6	6	5
Wall Paper (Wholesale)	5	10	12	13	15	12	5	6	7	12	6	4
Wash Machines	4	5	7	8	12	8	6	12	16	12	5	4
Wind Mills	6	6	8	10	9	9	8	13	13	7	6	5
Women's Wear	7	7	8	7	7	8	8	6	11	13	11	7
Work Clothes	8	7	7	7	8	8	10	11	13	11	7	3

Mailing List Counts—Principal Trades

For the entire United States

	Boyd's City Dispatch	Buckley, Dement & Co.	R. L. Polk and Company	W. S. Ponton and Company
Agricultural Implement Dealers				
All ratings	18,426	12,847	12,290	13,393
Over $5,000 rating	.....	7,894	7,349	9,857
Over $10,000 rating	.....	.....	.....	7,258
Auto Dealers				
All ratings	49,757	43,332	76,040	56,229
Auto Supply Dealers				
All ratings	153,666	156,872	115,010	157,938
Bakers				
Retail	{33,138	30,930	27,979	30,167
Wholesale		3,322	2,899	3,095
Banks and Trust Companies				
All ratings	25,458	26,077	30,583	29,680
Barber Shops				
All ratings	77,677	.....	57,639	59,384
Beauty Parlors and Hairdressers				
All ratings	30,927	33,909	18,276	15,719
Boot and Shoe Dealers				
All ratings	66,024	35,579	29,450	28,549
Rated $10,000 and over	24,760	9,834	.....	9,049
Boots and Shoes Wholesale				
All ratings	.....	1,324	1,121	1,371
Bottlers, Beverages				
All ratings	7,756	7,421	8,142	7,617
Builders and Masons' Supplies Dealers				
All ratings	13,526	9,644	7,951	8,050
Canners				
All ratings	.....	3,571	5,341	1,939
Cigar Manufacturers				
All ratings	6,491	2,381	9,020	6,454
Cigar and Tobacco Retail Dealers				
All ratings	34,919	.....	36,220	35,020
Clothiers and Men's Furnishers				
All ratings	49,836	24,735	41,401	10,158
Coal (Wholesale and Retail)				
Rated over $5,000	31,603	.....	.....	.....
Coal (Retail)				
All ratings	.....	46,186	36,100	36,589
Confectioners (Retail)				
All ratings	82,292	77,822	78,148	63,511
Confectioners (Wholesale)				
All ratings	.....	3,101	3,292	2,840
Contractors (Building)				
All ratings	58,027	46,211	36,913	33,654
Creameries and Dairies				
All ratings	32,064	15,463	9,289	7,794
Druggists (Retail)				
All ratings	58,169	57,972	55,265	53,644
$3,000 and over	30,834	34,260	31,180	30,630
$10,000 and over	18,294	.....	.....	11,390
Dry Goods and Department Stores				
All ratings	41,817	41,671	40,548	39,896
$5,000 and over	22,153	21,517	19,799	18,170
Dyers and Cleaners				
All ratings	25,385	23,080	16,237	8,700
Electrical Supply Dealers				
All ratings	13,053	23,779	14,644	9,028
Electric Light and Power Companies				
All ratings	.....	3,458	6,908	7,719
Florists				
All ratings	19,569	15,241	10,883	10,936
Flour, Feed and Grain Dealers				
All ratings	32,452	.....	20,605	20,871
Flour and Grist Mills				
All ratings	11,727	.....	10,750	9,670

Mailing List Counts—Principal Trades

For the entire United States

	Boyd's City Dispatch	Buckley, Dement & Co.	R. L. Polk and Company	W. S. Ponton and Company
Furniture Dealers (Retail)				
All ratings	.....	41,727	41,276	19,856
Rated over $5,000	30,401	23,822	28,008	10,435
General Stores				
All ratings	134,903	134,680	150,449	154,138
Grocers (Retail)				
All ratings	263,711	278,127	230,941	258,014
Over $1,000	88,676	.....	96,300	105,630
Over $5,000	47,614	.....	27,050	57,019
Over $10,000	26,155	.....	.....	12,535
Hardware Dealers (Retail)				
All ratings	49,771	41,345	33,489	35,001
Over $5,000	32,736	30,396	24,628	19,148
Hotels				
All ratings	15,456	20,374	25,400	24,210
Jewelers (Retail)				
All ratings	26,533	24,779	22,800	23,194
Over $5,000	.....	8,484	.....	7,153
Laundries				
All ratings	12,909	10,582	7,063	7,420
Lumber Dealers				
Rated $5,000 and up	22,910	12,868	11,698	11,239
Manufacturers (All Kinds)				
All ratings	201,576	.....	141,547	150,130
Over $5,000	128,989	95,765	85,110	81,550
Over $35,000	78,019	30,984	73,088	47,224
Milliners (Retail)				
All ratings	23,489	18,661	24,617	17,972
Over $5,000	.....	3,466	3,610	2,548
Musical Instrument Dealers				
All ratings	15,752	11,981	9,202	10,844
Paint, Oil, Varnish and Glass (Wholesale and Retail)				
All ratings	14,171	11,126	15,391	8,548
Painters and Decorators				
All ratings	49,156	29,321	21,506	31,270
Physicians and Surgeons				
All ratings	30,276	138,735	144,510	146,419
Plumbers, Steam and Gas Fitters				
All ratings	43,787	40,539	30,467	26,369
Printers (Job)				
All ratings	40,714	28,205	25,693	29,192
Radio Retailers				
All ratings	20,800	20,165	20,333	19,865
Ready-to-Wear (Women's)				
All ratings	8,946	12,463	14,700	4,098
Restaurants and Lunch Rooms				
All ratings	.....	94,199	89,343	67,390
Sporting Goods Dealers				
All ratings	8,568	5,176	7,532	1,336
Tailors				
All ratings	42,606	41,603	40,750	42,906
Theatres and Motion Pictures				
All ratings	22,602	22,501	23,850	26,766
Undertakers				
All ratings	24,027	24,710	22,600	24,960

Automobile and Truck Registrations

Department of Commerce—Automotive Division

STATES	1929			1930			Gain or Loss	
	Cars	Trucks	Total	Cars	Trucks	Total	1929	1930
Alabama	247,701	37,832	285,533	238,105	37,957	276,062	5.7	−3.3
Arizona	98,327	10,686	109,013	104,568	13,114	117,682	14.7	7.9
Arkansas	193,396	39,732	233,128	194,500	27,800	222,300	7.9	−4.6
California	1,760,308	214,033	1,974,341	1,953,807	89,073	2,042,880	9.3	3.5
Colorado	274,988	28,501	303,489	275,500	30,100	305,600	9.6	0.7
Connecticut	278,057	50,006	328,063	293,990	47,697	341,687	2.4	4.1
Delaware	44,728	10,232	54,960	45,520	10,523	56,043	7.4	2.0
Dist. of Col.	135,455	15,995	151,450	156,034	18,013	174,047	3.4	15.0
Florida	288,684	57,293	345,977	275,196	51,549	326,745	5.9	−5.5
Georgia	310,362	48,543	358,905	295,018	46,959	341,977	10.5	−4.7
Idaho	104,398	13,676	118,074	105,704	15,739	121,443	10.3	2.8
Illinois	1,411,753	203,335	1,615,088	1,440,000	209,000	1,649,000	7.5	2.1
Indiana	741,366	125,349	866,715	745,000	128,000	873,000	3.3	0.7
Iowa	714,919	69,531	784,450	711,150	72,430	783,580	8.0	−0.1
Kansas	507,529	73,694	581,223	511,901	83,209	595,110	9.5	2.4
Kentucky	298,716	34,132	332,848	306,000	34,500	340,500	12.2	2.3
Louisiana	234,565	46,303	280,868	227,617	44,000	271,617	4.0	−3.2
Maine	147,962	36,544	184,506	146,292	31,989	178,281	13.1	−3.3
Maryland	281,034	38,839	319,873	290,097	43,191	333,288	8.9	4.2
Massachusetts	719,436	98,268	817,704	733,824	100,233	834,057	10.0	2.0
Michigan	1,219,158	175,944	1,395,102	1,164,272	166,485	1,330,757	11.8	−4.6
Minnesota	630,703	99,696	730,399	625,154	108,813	733,967	10.7	0.5
Mississippi	217,362	32,649	250,011	221,229	35,771	257,000	4.2	2.8
Missouri	671,237	85,443	756,680	680,500	89,500	770,000	4.9	1.7
Montana	115,285	25,102	140,387	109,638	25,585	135,223	11.8	−3.7
Nebraska	375,946	42,280	418,226	366,831	52,495	419,326	10.1	0.2
Nevada	25,302	6,613	31,915	24,306	6,441	30,747	18.5	−3.6
New Hampshire	94,900	13,980	108,880	94,500	17,500	112,000	6.7	2.9
New Jersey	698,959	133,373	832,332	721,874	133,000	854,874	8.9	2.8
New Mexico	76,000	2,374	78,374	60,848	12,754	73,602	14.9	−6.0
New York	1,922,068	341,191	2,263,259	1,940,500	347,500	2,288,000	8.2	1.1
North Carolina	430,651	52,951	483,602	399,630	59,510	459,140	.....	−5.0
North Dakota	162,092	25,954	188,046	155,000	28,000	183,000	7.4	−2.6
Ohio	1,560,182	206,432	1,766,614	1,534,400	186,800	1,721,200	6.3	−2.5
Oklahoma	510,401	60,390	570,791	504,813	60,750	565,563	3.8	−0.9
Oregon	247,131	21,876	269,007	259,500	23,000	282,500	6.0	5.0
Pennsylvania	1,515,875	217,408	1,733,283	1,556,548	242,638	1,799,186	5.1	3.8
Rhode Island	114,010	19,999	134,009	116,178	20,280	136,458	5.2	1.8
South Carolina	205,683	25,591	231,274	205,700	26,100	231,800	6.1	0.2
South Dakota	181,419	22,780	204,199	178,938	24,293	203,231	7.0	−0.4
Tennessee	329,697	32,734	362,431	320,000	36,000	356,000	11.1	−1.7
Texas	1,165,150	182,957	1,348,107	1,180,000	210,000	1,390,000	11.9	3.1
Utah	95,661	17,000	112,661	97,000	17,000	114,000	10.5	1.8
Vermont	84,471	8,559	93,030	78,593	8,253	86,846	8.6	−6.6
Virginia	325,525	58,680	387,205	315,000	56,000	371,000	8.0	−4.1
Washington	379,995	62,346	442,341	383,116	62,961	446,077	9.7	0.8
West Virginia	228,715	40,173	268,888	228,645	37,480	266,125	3.8	−1.0
Wisconsin	689,447	104,055	793,502	691,983	105,856	797,839	5.9	0.5
Wyoming	51,880	8,800	60,680	51,494	9,742	61,236	6.6	0.9
Totals	23,121,589	3,379,854	26,501,443	23,316,013	3,345,583	26,661,596	7.8	0.6

Personal Income Tax Returns

STATE	1929		1928		1927		1926		1925	
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
Alabama	25,818	0.64	26,891	0.66	27,992	0.68	28,540	0.69	26,278	0.63
Arizona	12,448	.31	11,527	.28	11,059	.27	10,509	.26	10,104	.24
Arkansas	15,813	.39	16,660	.41	17,331	.42	19,363	.47	20,597	.49
California	309,047	7.64	316,738	7.78	315,566	7.69	315,344	7.65	305,074	7.31
Colorado	31,268	.77	31,091	.76	31,727	.77	35,110	.86	35,808	.86
Connecticut	82,049	2.03	81,063	1.99	77,778	1.89	81,449	2.00	74,595	1.79
Delaware	9,780	.24	9,592	.24	9,266	.23	9,301	.24	9,131	.22
Dist. of Col.	48,087	1.19	44,183	1.09	39,560	.96	40,024	.98	43,293	1.04
Florida	30,040	.74	32,155	.79	40,080	.98	56,109	1.37	76,213	1.82
Georgia	32,289	.80	32,921	.81	33,818	.82	36,744	.90	37,410	.90
Hawaii	8,210	.20	8,047	.20	9,252	.23	.....	.....	9,306	.22
Idaho	9,830	.24	9,808	.24	10,673	.26	11,617	.29	12,907	.31
Illinois	369,855	9.14	373,621	9.18	378,859	9.24	374,725	9.33	357,448	8.57
Indiana	76,493	1.89	75,376	1.85	76,703	1.87	77,126	1.88	80,300	1.93
Iowa	45,023	1.11	40,789	1.00	45,349	1.11	49,476	1.21	50,379	1.20
Kansas	37,557	.93	32,929	.81	35,575	.86	32,732	.79	34,284	.82
Kentucky	34,623	.86	35,367	.87	33,004	.80	32,821	.82	37,315	.89
Louisiana	35,093	.87	36,981	.91	37,293	.91	38,996	.95	40,695	.98
Maine	19,173	.47	18,611	.46	18,710	.45	19,709	.49	19,444	.47
Maryland	68,654	1.70	65,258	1.60	65,099	1.59	67,160	1.64	66,152	1.59
Massachusetts	213,316	5.27	215,559	5.30	214,356	5.23	224,042	5.43	221,530	5.31
Michigan	177,918	4.40	179,886	4.42	175,806	4.29	176,804	4.30	188,669	4.52
Minnesota	60,701	1.50	60,752	1.49	61,439	1.50	64,227	1.56	71,291	1.71
Mississippi	15,689	.39	16,140	.40	16,974	.41	17,196	.42	16,985	.41
Missouri	98,367	2.43	99,295	2.44	96,407	2.35	99,509	2.43	109,059	2.61
Montana	17,067	.42	17,112	.42	18,651	.46	16,191	.40	19,239	.46
Nebraska	30,962	.77	31,426	.77	32,170	.79	33,532	.82	35,661	.85
Nevada	5,174	.13	4,477	.11	4,702	.12	4,797	.13	6,164	.15
New Hampshire	14,341	.35	14,132	.35	14,484	.35	15,276	.38	16,413	.39
New Jersey	195,772	4.84	196,681	4.83	195,467	4.76	176,320	4.28	150,874	3.62
New Mexico	6,874	.17	6,686	.16	6,462	.16	6,513	.17	7,203	.17
New York	757,835	18.74	780,418	19.17	766,974	18.70	753,044	18.26	751,941	18.03
North Carolina	28,860	.71	30,997	.76	33,398	.81	35,332	.87	38,740	.93
North Dakota	9,170	.23	9,710	.24	9,758	.24	9,881	.25	11,715	.28
Ohio	215,804	5.34	218,479	5.37	222,707	5.43	231,196	5.60	224,643	5.39
Oklahoma	37,000	.91	37,261	.92	39,806	.97	37,497	.92	40,825	.98
Oregon	28,194	.70	29,333	.72	33,903	.83	30,955	.76	32,542	.78
Pennsylvania	364,145	9.00	361,220	8.87	381,374	9.30	397,575	9.63	376,923	9.04
Rhode Island	26,481	.65	25,801	.63	25,184	.61	26,362	65	29,123	.70
South Carolina	13,232	.33	13,725	.34	14,310	.35	13,809	.34	15,727	.38
South Dakota	10,449	.26	10,649	.26	10,969	.27	12,414	.31	17,086	.41
Tennessee	34,664	.86	35,039	.86	33,812	.83	35,495	.87	34,689	.83
Texas	113,555	2.81	112,273	2.75	114,534	2.79	111,438	2.71	109,448	2.62
Utah	13,163	.33	13,262	.33	13,029	.32	13,560	.34	16,101	.39
Vermont	9,586	.24	9,394	.23	8,268	.20	8,646	.21	9,559	.23
Virginia	38,631	.96	37,619	.92	37,393	.91	7,797	.20	37,507	.90
Washington*	65,240	1.61	66,167	1.63	62,200	1.52	61,950	1.50	78,030	1.87
West Virginia	29,803	.74	30,643	.75	32,500	.79	32,544	.80	35,810	.86
Wisconsin	103,044	2.55	98,485	2.42	100,956	2.46	99,251	2.42	110,485	2.65
Wyoming	8,140	.20	8,622	.21	8,870	.22	8,930	.22	10,336	.25
Total	4,044,327	100.00	4,070,851	100.00	4,101,547	100.00	4,128,946	100.00	4,171,051	100.00

*Includes Alaska.

It must be remembered that the income tax law has gone through several revisions during this period. By comparing the percentage of the total that each state has contributed to the total for the country a better index of the worth of that state can be gained.

Number of Users of Electricity in the United States

	Domestic Lighting			Commercial Lighting and Small Power			Wholesale Power and Miscellaneous*		
	1929	1930	Increase in 1930	1929	1930	Increase in 1930	1929	1930	Increase in 1930
UNITED STATES	19,967,154	20,438,774	471,620	3,598,115	3,663,946	65,831	581,914	599,252	17,338
New England	1,809,850	1,863,438	53,588	335,037	344,186	9,149	38,318	37,850	−468
Middle Atlantic	5,677,480	5,832,934	155,454	955,297	973,433	18,136	98,216	106,860	8,644
E. North Central	4,960,210	5,027,905	67,695	794,014	804,411	10,397	71,326	73,414	2,088
W. North Central	1,921,563	1,965,472	43,909	354,387	362,531	8,144	61,008	58,094	−2,914
South Atlantic	1,466,003	1,512,251	46,248	291,767	306,921	15,154	24,567	24,234	−333
E. South Central	659,615	680,695	21,080	155,679	156,378	699	15,167	16,036	869
W. South Central	1,022,452	1,047,798	25,346	239,033	238,006	−1,027	58,222	57,718	−504
Mountain	499,533	498,485	−1,048	99,981	98,959	−1,048	53,023	54,168	1,145
Pacific	1,950,448	2,009,796	59,348	372,920	379,121	59,348	162,067	170,878	8,811
NEW ENGLAND									
Maine	146,775	153,659	6,884	38,928	40,265	1,337	6,777	6,567	−210
New Hampshire	100,986	105,693	4,707	13,212	13,985	773	3,359	3,388	29
Vermont	60,752	61,504	752	14,707	14,716	9	2,718	2,698	−20
Massachusetts	1,007,384	1,037,521	30,137	167,937	170,454	2,517	15,532	15,790	258
Rhode Island	159,372	163,755	4,383	22,582	25,353	2,771	4,100	3,595	−505
Connecticut	334,581	341,306	6,725	77,671	79,413	1,742	5,832	5,812	−20
MIDDLE ATLANTIC									
New York	3,043,398	3,099,618	56,220	519,557	523,999	4,442	24,012	24,646	634
New Jersey	923,794	964,616	40,822	153,982	159,127	5,145	42,093	43,281	1,188
Pennsylvania	1,710,288	1,768,700	58,412	281,758	290,307	8,549	32,111	38,933	6,822
E. NORTH CENTRAL									
Ohio	1,318,520	1,340,753	22,233	188,226	192,424	4,198	24,061	22,952	−1,110
Indiana	585,696	613,349	27,653	92,406	96,430	4,024	8,824	12,039	3,215
Illinois	1,589,429	1,586,241	−3,188	270,033	265,479	−4,554	21,225	20,758	−467
Michigan	943,465	950,637	7,172	158,621	160,507	1,886	3,788	3,929	141
Wisconsin	523,100	536,925	13,825	84,728	89,571	4,843	13,428	13,737	309
W. NORTH CENTRAL									
Minnesota	393,887	401,210	7,323	64,236	63,150	−1,086	16,131	17,279	1,148
Iowa	374,659	386,852	12,193	77,283	80,229	2,946	9,085	8,926	−159
Missouri	555,107	558,780	3,673	94,421	94,283	−138	15,804	15,138	−666
North Dakota	50,567	52,089	1,522	13,420	13,554	134	2,409	2,428	−19
South Dakota	64,753	66,059	1,306	16,414	17,074	660	3,015	3,163	148
Nebraska	202,027	209,428	7,401	34,764	36,210	1,446	4,902	3,560	−1,342
Kansas	280,563	291,054	10,491	53,849	58,031	4,182	9,662	7,600	−2,062
SOUTH ATLANTIC									
Delaware	34,864	36,811	1,947	8,023	8,443	420	483	563	80
Maryland									
Dist. of Col.	376,548	386,793	11,245	64,709	64,763	54	1,871	1,989	118
Virginia	208,648	221,121	12,473	27,215	36,664	9,449	4,643	4,707	64
West Virginia	145,893	152,591	6,698	44,489	45,861	1,372	3,311	3,390	79
North Carolina	196,549	201,405	4,856	45,048	46,329	1,281	5,109	4,508	−601
South Carolina	95,801	99,841	4,040	22,114	23,785	1,671	1,293	1,128	−165
Georgia	193,803	203,023	9,220	42,293	44,852	2,559	1,174	1,233	59
Florida	213,897	209,666	−4,231	37,876	36,224	1,652	6,683	6,716	33
E. SOUTH CENTRAL									
Kentucky	229,253	238,241	8,988	51,212	53,529	2,317	5,002	5,634	632
Tennessee	198,691	203,573	4,882	45,273	44,253	−1,020	6,437	6,833	396
Alabama	151,677	154,586	2,909	38,711	36,645	−2,066	1,171	1,608	437
Mississippi	79,994	84,295	4,301	20,483	21,951	1,468	2,557	1,961	−596
W. SOUTH CENTRAL									
Arkansas	96,110	97,747	1,637	30,684	30,930	246	6,899	5,846	−1,053
Louisiana	150,039	156,045	6,006	30,418	29,125	−1,293	7,405	7,378	−27
Oklahoma	225,959	233,085	7,126	52,633	54,040	1,407	19,552	21,904	2,352
Texas	550,344	560,921	10,577	125,298	123,911	−1,387	24,366	22,590	−1,776
MOUNTAIN									
Montana	64,158	66,311	1,253	19,766	15,382	−4,384	3,262	3,129	−133
Idaho	54,063	53,153	−910	15,886	14,123	−1,763	15,036	15,822	766
Wyoming	28,970	29,761	791	4,813	5,377	564	1,187	1,216	29
Colorado	163,344	164,737	1,393	29,735	31,435	1,700	15,673	15,068	−605
New Mexico	26,197	27,180	983	4,814	5,379	565	1,662	2,221	559
Arizona	55,505	57,524	2,019	10,182	10,998	816	2,437	2,155	−282
Utah	94,296	85,505	−8,791	12,312	13,167	855	11,563	11,983	420
Nevada	13,000	14,314	1,314	2,473	3,098	625	2,183	2,574	391
PACIFIC									
Washington	335,947	342,030	6,083	60,685	59,673	−1,012	46,770	52,999	6,229
Oregon	183,488	187,235	3,747	36,373	34,121	−2,252	14,818	19,208	4,390
California	1,431,013	1,480,531	49,518	275,862	285,327	9,465	100,479	98,671	−1,808

*Because of reclassifications the data on wholesale customers, and to a less degree data on retail customers, are not comparable with statistics in similar tables previously published. Reclassifications also account for apparent shrinkages or abnormally small gains reported by certain companies and reflected in state totals.

Courtesy Electrical World, January 3, 1931.

Number of Cities and Villages in United States

How They Are Divided by Population

STATE	Towns Under 1,000 Population	Towns Between 1,000 and 2,000 Population	Towns Between 2,000 and 3,000 Population	Towns Between 3,000 and 5,000 Population	Towns Between 5,000 and 10,000 Population	Towns Between 10,000 and 25,000 Population	Towns Between 25,000 and 50,000 Population	Towns Between 50,000 and 100,000 Population	Towns Over 100,000 Population
Alabama	1,314	58	26	18	13	11	.....	2	1
Arizona	294	17	7	7	6	.....	2	.....	.....
Arkansas	1,490	44	22	22	11	7	1	1	.....
California	1,007	101	46	40	46	27	10	6	5
Colorado	718	36	13	9	11	5	1	1	1
Connecticut	217	66	23	27	18	21	9	2	4
Delaware	130	5	5	2	.....	.....	.....	.....	1
Dist. of Col.	11	.....	6	1	.....	.....	.....	.....	1
Florida	819	41	17	10	15	7	4	.....	3
Georgia	1,164	72	34	21	17	10	1	3	1
Idaho	351	20	10	6	7	2	.....	.....	.....
Illinois	1,701	215	73	50	66	34	13	7	2
Indiana	1,474	97	26	30	27	17	9	3	4
Iowa	1,349	111	36	31	14	11	6	3	1
Kansas	1,138	71	26	29	11	17	1	1	2
Kentucky	3,135	56	19	24	13	7	4	1	1
Louisiana	1,073	53	17	15	11	4	2	1	1
Maine	772	119	35	20	15	8	2	1	.....
Maryland	984	40	9	11	3	2	2	.....	1
Massachusetts	338	130	69	45	54	45	13	7	9
Michigan	1,560	104	37	24	34	22	6	7	3
Minnesota	1,432	85	33	21	17	12	.....	.....	3
Mississippi	1,202	40	20	17	6	11	2	.....	.....
Missouri	2,421	98	35	28	22	11	3	1	2
Montana	661	21	7	3	6	4	2	.....	.....
Nebraska	761	65	22	8	10	6	.....	1	1
Nevada	123	13	5	2	1	1	.....	.....	.....
New Hampshire	136	58	17	8	4	7	2	1	.....
New Jersey	660	103	49	41	48	36	11	6	6
New Mexico	497	20	7	10	4	1	1	.....	.....
New York	2,283	164	70	62	54	55	11	5	8
North Carolina	1,185	83	30	14	13	11	4	4	.....
North Dakota	708	28	2	5	5	3	1	.....	.....
Ohio	2,246	143	37	48	55	34	13	4	8
Oklahoma	853	76	40	21	23	14	2	.....	2
Oregon	466	27	7	8	9	4	1	.....	1
Pennsylvania	3,857	300	134	108	108	70	9	10	5
Rhode Island	77	22	11	17	6	7	5	1	1
South Carolina	609	49	21	17	14	4	3	1	.....
South Dakota	587	35	6	4	2	5	1	.....	.....
Tennessee	1,787	47	24	22	16	3	1	.....	4
Texas	2,853	194	55	48	47	22	5	3	5
Utah	253	42	14	8	2	2	1	.....	1
Vermont	353	63	4	6	9	4	.....	.....	.....
Virginia	1,816	61	14	13	11	7	4	1	2
Washington	644	41	12	12	4	10	2	.....	3
West Virginia	1,991	66	17	13	18	6	2	3	.....
Wisconsin	1,343	83	24	32	21	14	10	2	1
Wyoming	222	18	7	2	4	2	.....	.....	.....
Total	53,065	3,501	1,280	1,040	931	623	182	89	93

Courtesy Buckley, Dement & Co., Chicago, Nov., 1930.

Count of Telephones—United States

Bell, Connecting and Nonconnecting Stations

State	Number of Telephones			State	Number of Telephones		
	Jan. 1, 1929	Jan. 1, 1930	Jan. 1, 1931		Jan. 1, 1929	Jan. 1, 1930	Jan. 1, 1931
Alabama	129,314	132,000	129,200	Nevada	13,087	14,000	15,400
Arizona	36,747	41,000	42,400	New Hampshire	83,659	86,000	86,800
Arkansas	121,042	117,000	113,600	New Jersey	640,085	687,000	701,100
California	1,292,628	1,375,000	1,423,700	New Mexico	22,720	24,000	25,200
Colorado	189,287	194,000	198,300	New York	2,766,981	2,944,000	2,929,200
Connecticut	308,382	330,000	337,900	North Carolina	164,505	170,000	166,800
Delaware	30,536	33,000	34,200	North Dakota	87,071	86,000	84,600
Dist. of Col.	152,259	161,000	170,400	Ohio	1,176,553	1,218,000	1,216,500
Florida	164,018	164,000	165,200	Oklahoma	296,291	299,000	306,400
Georgia	179,898	186,000	183,700	Oregon	187,541	194,000	196,500
Idaho	57,542	59,000	61,100	Pennsylvania	1,472,069	1,556,000	1,562,800
Illinois	1,751,301	1,801,000	1,797,000	Rhode Island	119,507	124,000	125,400
Indiana	558,548	561,000	555,400	South Carolina	67,442	69,000	68,300
Iowa	569,523	569,000	575,800	South Dakota	116,737	112,000	113,500
Kansas	401,816	403,000	405,200	Tennessee	232,675	227,000	226,800
Kentucky	229,379	230,000	227,800	Texas	640,922	650,000	656,700
Louisiana	147,027	154,000	153,000	Utah	65,432	69,000	71,600
Maine	134,400	137,000	139,400	Vermont	62,693	63,000	64,300
Maryland	204,278	214,000	221,700	Virginia	190,590	200,000	209,500
Massachusetts	881,479	910,000	920,100	Washington	314,757	330,000	337,300
Michigan	755,444	805,000	789,000	West Virginia	150,654	149,000	152,800
Minnesota	476,603	504,000	506,200	Wisconsin	542,150	558,000	570,200
Mississippi	86,376	88,000	84,000	Wyoming	29,049	30,000	31,300
Missouri	683,966	676,000	678,900				
Montana	61,181	65,000	64,500				
Nebraska	295,151	301,000	304,300	United States	19,341,295	20,068,000	20,201,000

Count of Telephones—Canada

	Jan. 1, 1930	Jan. 1, 1929		Jan. 1, 1930	Jan. 1, 1929
Prince Edward Island	5,466	5,260	Alberta	80,602	78,805
Nova Scotia	45,256	43,368	British Columbia	124,475	116,508
New Brunswick	34,006	32,605	Yukon	200	200
Quebec	299,855	281,266	Unknown or Unaccounted for	1,404	1,339
Ontario	620,893	592,071			
Manitoba	79,216	77,619	Total	1,406,164	1,341,219
Saskatchewan	114,791	112,178			

The above statistics were compiled from official and best unofficial sources available and may be considered reasonably accurate. The "Unknown or Unaccounted for" stations indicated are based on 0.1 per cent of the Total Stations in the Dominion.

Manufacturers of the United States

SECTIONS AND STATES	Preferred Manufacturers	Worth $5,000 to $35,000	Worth $35,000 to $100,000	Worth $100,000 to $250,000	Worth $250,000 to $500,000	Worth $500,000 or Over
NEW ENGLAND						
Maine	1,995	1,316	624	318	192	157
New Hampshire	998	715	445	258	141	100
Vermont	1,178	708	423	260	123	87
Massachusetts	9,574	6,250	3,993	2,540	1,610	1,155
Rhode Island	1,733	1,067	667	456	253	215
Connecticut	2,940	2,043	1,303	886	598	454
Totals	18,418	12,099	7,455	4,718	2,917	2,168
MIDDLE ATLANTIC						
New York	34,601	21,287	13,860	7,533	3,920	2,610
New Jersey	7,476	4,343	2,700	1,649	951	635
Pennsylvania	17,372	12,112	7,728	5,029	3,160	2,172
Delaware	405	252	154	96	50	43
Maryland	2,937	1,895	1,257	805	398	323
District of Columbia	430	266	200	141	78	69
Totals	63,221	40,155	25,899	15,253	8,557	5,852
CENTRAL STATES						
Ohio	10,867	7,602	6,523	3,554	2,189	1,479
Indiana	5,270	3,649	2,275	1,474	814	506
Illinois	14,872	9,886	6,323	4,208	2,424	1,747
Michigan	6,700	4,358	2,897	1,953	1,384	846
Wisconsin	7,032	4,091	2,673	1,553	1,180	591
Iowa	3,316	2,033	1,029	663	358	232
Missouri	5,786	4,085	2,688	1,717	1,053	810
Kansas	1,914	1,322	775	503	256	208
Nebraska	1,447	912	510	336	185	153
Minnesota	4,405	2,507	1,440	922	570	382
North Dakota	535	315	138	93	55	47
South Dakota	579	319	151	109	38	29
Totals	62,723	41,079	27,422	17,085	10,506	7,030
WESTERN STATES						
Montana	504	312	209	129	74	63
Oregon	1,921	1,222	748	509	303	253
Washington	3,440	1,892	1,337	905	517	417
Idaho	426	273	230	166	64	51
California	9,433	5,998	4,968	3,397	1,728	1,473
Colorado	1,366	911	627	451	247	216
Utah	577	379	238	162	98	85
New Mexico	235	125	104	74	34	25
Arizona	324	170	145	107	59	47
Nevada	116	60	44	29	14	12
Oklahoma	2,114	1,453	981	632	423	311
Wyoming	176	113	73	53	43	38
Totals	20,632	12,908	9,704	6,614	3,604	2,991
SOUTHERN STATES						
Alabama	2,620	1,379	970	604	364	289
Arkansas	2,133	1,352	788	480	258	188
Florida	2,162	1,131	664	426	257	189
Georgia	3,318	2,139	1,458	933	557	426
Kentucky	2,674	1,617	852	455	235	147
Louisiana	2,018	1,332	955	678	438	347
Mississippi	2,027	1,179	709	444	228	161
North Carolina	3,337	2,312	1,409	914	464	309
South Carolina	1,379	852	557	381	236	191
Tennessee	3,311	2,252	1,491	922	488	332
Texas	7,077	4,188	3,112	2,137	850	663
Virginia	3,042	1,962	1,083	638	342	232
West Virginia	1,484	1,053	710	501	378	197
Totals	36,582	22,748	14,758	9,513	5,095	3,671
Grand Totals	201,576	128,989	85,238	53,183	30,679	21,712

Courtesy Boyd's City Dispatch.

Count of Wholesalers

STATE	Auto Supplies Wholesale	Agri. Implement Wholesale	Bakers Whol.	Shoes Wholesale	Coal Wholesale	Confectioners Wholesale	Dry Goods Wholesale	Drugs Wholesale	Grocers Wholesale	Hardware Wholesale	Jewelers Wholesale
Alabama	23	22	14	11	19	42	44	11	196	43	9
Arizona	9	5	3	3	....	12	7	3	60	22	....
Arkansas	20	11	14	1	7	10	15	8	199	29	3
California	96	10	102	30	14	157	45	7	187	84	88
Colorado	16	3	24	4	9	26	7	5	62	22	9
Connecticut	36	6	30	5	29	78	21	6	103	42	5
Delaware	8	....	4	2	2	11	2	....	12	2	....
Dist. of Col.	14	1	10	3	7	27	8	4	20	10	8
Florida	18	8	10	5	2	31	20	4	185	18	1
Georgia	45	20	20	21	10	29	45	11	351	57	2
Idaho	11	10	3	1	....	12	2	....	22	9	....
Illinois	117	11	172	89	423	339	91	14	321	75	172
Indiana	85	7	77	7	205	155	22	9	150	40	12
Iowa	80	13	56	9	95	65	14	8	96	39	14
Kansas	37	4	23	1	5	35	5	3	96	24	3
Kentucky	29	10	20	8	32	59	25	8	175	57	3
Louisiana	27	11	22	13	4	20	38	6	183	23	16
Maine	21	3	13	9	10	52	9	3	57	24	2
Maryland	29	13	26	47	26	98	37	10	82	43	23
Massachusetts	92	15	75	242	70	250	103	10	252	87	46
Michigan	80	12	103	19	170	198	26	4	181	61	40
Minnesota	45	13	38	22	87	98	22	4	78	36	38
Mississippi	9	9	7	6	....	12	36	6	167	19	1
Missouri	101	16	71	83	154	117	50	11	187	51	49
Montana	13	7	6	1	6	19	4	2	49	14	....
Nebraska	36	14	24	4	17	29	7	3	55	17	8
Nevada	3	....	....	1	....	1	1	....	14	2	....
New Hampshire	9	4	10	4	....	35	3	2	18	8	1
New Jersey	43	5	46	10	14	256	34	3	91	57	8
New Mexico	6	2	2	....	1	3	4	....	58	11	....
New York	259	46	181	237	231	569	681	40	665	345	480
North Carolina	26	16	10	5	4	74	38	10	375	60	1
North Dakota	8	....	6	....	....	9	2	....	23	1	....
Ohio	152	15	127	52	253	343	76	13	250	104	105
Oklahoma	29	7	17	1	10	32	11	3	127	20	3
Oregon	23	6	17	3	13	21	6	2	38	21	3
Pennsylvania	166	26	172	158	521	729	223	22	570	243	127
Rhode Island	14	3	11	3	7	36	16	4	28	13	21
South Carolina	22	12	9	4	3	28	18	6	181	23	1
South Dakota	20	5	15	....	1	11	1	2	28	7	1
Tennessee	42	21	20	27	11	38	51	10	181	56	12
Texas	103	30	37	39	13	71	65	16	483	94	14
Utah	17	11	8	1	3	20	8	2	26	8	2
Vermont	8	....	13	2	2	15	2	2	23	18	1
Virginia	50	20	34	22	30	67	33	10	224	76	4
Washington	40	7	44	9	16	46	9	4	54	40	36
West Virginia	26	22	22	6	16	55	20	9	111	47	2
Wisconsin	62	18	48	24	48	107	15	6	105	36	14
Wyoming	5	....	1	....	1	3	1	....	29	4	1
Totals	2230	530	1817	1254	2601	4550	2023	326	7228	2242	1389

Count of Wholesalers

STATE	Knit Goods Wholesale	Men's Furnishings Wholesale	Notions Wholesale	Oil Wholesale	Paper Wholesale	Radio Wholesale	Sporting Goods Wholesale	Stationers Wholesale	Tea, Coffee & Spices Wholesale	Tobacco Wholesale	Toys Wholesale
Alabama	33	25	35	16	17	13	37	30	11	11	28
Arizona	2	3	3	4	2	4	9	8	....	9	1
Arkansas	13	10	13	23	11	4	17	31	7	13	8
California	43	34	47	73	85	92	47	66	136	103	47
Colorado	13	8	11	26	13	19	15	17	13	26	5
Connecticut	17	7	10	13	60	32	21	40	18	18	10
Delaware	3	1	3	2	6	3	2	2	1	6	1
Dist. of Col.	7	5	11	4	15	8	9	9	10	19	2
Florida	14	12	17	11	15	12	18	19	12	38	8
Georgia	37	27	50	42	55	11	52	41	13	23	24
Idaho	2	1	1	17	1	2	6	3	2	10	3
Illinois	89	61	71	169	266	158	63	113	135	183	54
Indiana	29	17	29	52	44	34	41	49	25	94	20
Iowa	23	21	17	66	30	29	39	34	16	54	23
Kansas	7	7	11	49	9	5	16	25	11	19	8
Kentucky	29	25	35	16	29	14	32	24	17	23	24
Louisiana	37	24	35	58	21	11	22	29	65	14	24
Maine	9	5	7	5	19	5	20	23	2	13	5
Maryland	43	19	45	14	53	19	31	31	32	46	28
Massachusetts	78	85	26	49	241	71	40	68	85	114	39
Michigan	32	16	26	68	80	43	38	53	27	89	20
Minnesota	42	22	28	55	48	27	29	49	32	36	31
Mississippi	17	12	22	24	1	8	18	18	9	7	12
Missouri	46	27	37	86	81	59	33	60	76	55	36
Montana	1	1	2	8	10	5	11	14	5	....	4
Nebraska	12	7	13	24	13	10	12	25	10	26	9
Nevada	....	1	....	....	....	....	....	....	....	3	....
New Hampshire	3	1	1	2	5	1	8	4	1	13	2
New Jersey	26	9	33	17	79	57	21	39	16	75	25
New Mexico	5	4	4	30	....	....	8	1	....	....	4
New York	412	136	262	175	825	246	130	525	610	334	169
North Carolina	30	22	39	17	16	8	37	34	1	50	19
North Dakota	2	2	2	3	1	....	....	11	2	6	2
Ohio	120	47	101	130	141	93	66	105	72	164	70
Oklahoma	3	3	7	195	6	11	14	10	7	19	4
Oregon	6	3	5	6	9	9	11	14	13	18	4
Pennsylvania	232	112	168	139	298	136	136	141	113	373	113
Rhode Island	11	4	10	20	27	9	9	15	4	17	5
South Carolina	10	8	15	21	14	3	26	32	4	19	7
South Dakota	1	....	....	5	3	1	7	9	4	3	1
Tennessee	50	34	56	13	24	12	34	42	22	31	32
Texas	40	25	37	116	42	38	87	64	50	46	43
Utah	10	10	7	23	7	7	9	14	6	10	5
Vermont	2	2	1	1	11	2	5	9	2	8	1
Virginia	27	26	37	30	25	12	42	43	16	32	25
Washington	16	14	14	12	18	35	28	33	27	24	15
West Virginia	17	13	21	20	9	9	33	35	7	18	16
Wisconsin	31	11	18	72	64	22	28	52	30	75	18
Wyoming	....	....	....	7	....	....	1	4	....	5	....
Totals	1732	969	1443	2028	2849	1409	1418	2117	1777	2392	1054

Count of Retailers

STATE	Agricultural Implements, Dealers	Automobiles, Dealers	Bakery Products, Retail	Boots and Shoes, Retail	Central Stations	Clothing, Retail	Confectioners, Retail	Department Stores, Retail	Druggists, Retail	Electrical Equipment, Retail	Fur and Hides, (Raw) Retail	Furniture, Retail
Alabama	20	468	148	173	76	442	235	798	925	94	27	411
Arizona	12	219	58	40	35	157	145	149	132	35	12	87
Arkansas	22	482	193	134	96	437	360	698	901	103	31	307
California	212	2,370	1,735	1,460	129	3,947	2,672	3,635	2,681	1,379	41	2,468
Colorado	115	665	182	268	100	721	618	683	611	123	39	482
Connecticut	34	695	496	611	42	1,201	1,403	1,407	779	271	7	564
Delaware	18	86	65	71	10	60	286	249	111	32	2	99
Dist. of Col.	2	71	117	117	2	483	403	480	189	94	3	236
Florida	10	507	223	167	101	421	399	989	954	188	3	420
Georgia	19	617	136	247	133	495	232	1,422	1,077	133	16	583
Idaho	84	350	96	123	53	249	320	237	238	74	8	180
Illinois	612	3,261	2,767	2,874	290	4,669	4,000	5,413	3,545	1,243	68	2,748
Indiana	288	1,646	949	1,025	199	1,697	1,404	1,936	1,541	643	68	1,604
Iowa	606	2,034	557	1,316	231	1,475	776	1,299	1,441	540	134	1,222
Kansas	500	1,641	534	663	200	913	849	1,039	1,167	418	58	1,031
Kentucky	94	808	286	393	116	750	457	1,358	880	152	27	650
Louisiana	15	423	316	224	65	446	314	786	853	133	22	347
Maine	15	449	211	419	87	675	620	909	385	126	5	375
Maryland	77	507	553	496	46	1,187	2,348	1,380	605	221	18	677
Massachusetts	30	1,340	1,770	2,493	108	3,410	2,009	4,275	1,858	844	71	1,758
Michigan	346	2,091	1,119	1,446	212	2,530	3,776	2,869	2,002	637	102	1,593
Minnesota	581	1,956	538	1,063	203	1,658	2,284	1,300	1,073	451	109	914
Mississippi	8	497	91	113	104	212	96	592	711	45	7	187
Missouri	274	1,528	1,137	1,242	228	2,042	1,290	2,909	2,319	577	126	1,731
Montana	77	462	131	151	33	389	456	325	296	89	51	188
Nebraska	451	1,360	339	574	185	735	364	662	906	309	43	538
Nevada	5	114	31	34	11	87	78	69	53	14	3	40
New Hampshire	5	286	124	304	62	389	295	491	226	120	6	218
New Jersey	76	1,561	1,847	1,615	52	3,078	3,199	4,771	1,667	747	16	1,660
New Mexico	12	199	55	43	26	102	108	112	135	18	27	101
New York	314	3,941	5,423	4,027	316	10,906	6,114	16,638	5,742	2,975	134	6,492
North Carolina	30	862	122	214	111	507	277	1,100	936	169	6	574
North Dakota	359	746	85	272	89	279	457	257	345	109	25	138
Ohio	390	3,352	1,812	2,201	247	4,129	5,692	3,968	2,408	1,135	117	2,754
Oklahoma	195	975	403	336	127	962	717	1,134	1,379	223	39	794
Oregon	94	544	229	258	70	527	731	523	531	182	7	494
Pennsylvania	417	3,928	3,709	3,804	216	8,374	7,958	12,994	3,884	2,475	109	5,276
Rhode Island	2	225	241	269	10	449	240	587	338	94	5	241
South Carolina	9	388	70	110	81	267	100	815	534	90	4	314
South Dakota	269	810	108	270	97	328	354	329	378	113	24	243
Tennessee	71	607	168	286	105	561	307	981	876	132	21	496
Texas	218	2,036	713	735	286	2,296	1,914	2,089	3,334	465	98	1,342
Utah	35	281	110	106	42	340	415	218	174	60	22	182
Vermont	15	264	71	177	55	231	106	364	145	74	7	141
Virginia	71	961	211	291	74	925	389	966	728	228	12	711
Washington	85	947	441	467	89	1,074	1,218	823	747	296	9	690
West Virginia	35	835	209	227	71	630	976	743	475	167	12	426
Wisconsin	516	2,427	821	1,435	236	1,688	1,654	1,778	1,233	602	199	1,156
Wyoming	22	269	66	58	29	151	148	118	130	102	18	70
Totals	7,758	53,091	31,816	35,442	5,586	69,681	61,563	90,567	54,578	19,544	2,018	45,963

STATE	General Merchandise, Retail	Groceries, Retail	Hardware, Retail	Jewelry, Retail	Lumber, Retail	Millinery, Retail	Musical Instruments, Retail	Novelties, Retail	Radios, Retail	Soda Fountains	Stationery, Retail	Tobacco, Retail
Alabama	6,313	3,690	355	259	198	130	79	179	109	1,073	49	53
Arizona	438	923	63	64	85	14	25	74	138	153	17	25
Arkansas	5,322	3,860	359	258	308	162	74	210	284	1,207	42	16
California	2,012	12,750	1,573	1,671	659	579	400	2,011	2,424	3,528	716	2,090
Colorado	1,270	2,865	375	325	309	170	94	418	301	815	98	360
Connecticut	412	5,280	329	353	116	207	154	424	528	1,232	135	243
Delaware	433	690	67	58	41	96	22	67	42	157	9	173
Dist. of Col.	20	1,250	117	171	19	64	43	189	87	616	61	210
Florida	2,106	4,397	375	273	164	239	80	438	246	1,155	69	79
Georgia	10,248	5,796	412	342	176	304	196	334	194	1,798	77	85
Idaho	620	587	180	129	184	96	42	141	152	342	26	192
Illinois	4,638	15,843	2,788	1,666	1,065	1,310	1,150	2,177	3,234	6,347	543	1,823
Indiana	3,349	8,150	1,247	748	591	632	564	978	1,550	2,580	175	738
Iowa	2,845	4,450	1,432	708	1,220	512	524	784	769	2,728	108	332
Kansas	2,223	4,233	1,178	565	972	394	272	633	343	1,663	154	222
Kentucky	8,942	5,650	565	352	268	360	184	305	270	1,091	66	146
Louisiana	4,117	5,051	273	286	172	117	58	250	209	888	64	78
Maine	1,159	2,593	239	308	288	267	129	339	483	933	81	184
Maryland	2,627	4,220	413	321	142	175	109	372	347	1,305	92	363
Mass.	770	12,115	1,008	1,166	339	749	365	2,325	1,951	4,476	574	764
Michigan	2,780	10,493	1,822	1,017	600	819	489	1,066	1,282	3,190	192	803
Minnesota	3,038	4,951	1,343	766	880	565	442	669	1,582	2,147	99	211
Mississippi	6,109	3,373	271	160	170	125	71	118	109	702	30	26
Missouri	5,368	9,077	1,513	1,007	934	668	370	989	910	3,185	231	473
Montana	945	1,087	220	154	368	92	70	167	288	457	30	223
Nebraska	1,664	2,376	794	354	768	312	260	448	498	1,135	66	171
Nevada	174	179	29	30	25	14	7	22	33	86	8	51
N. H.	397	1,292	104	152	203	135	54	271	303	516	51	76
New Jersey	1,059	10,925	1,365	870	316	492	258	1,100	2,430	2,671	645	1,366
New Mexico	1,103	803	66	56	88	31	30	67	79	182	16	32
New York	3,864	29,300	3,684	3,866	1,130	2,397	1,002	3,705	5,037	7,149	3,746	5,484
No. Carolina	8,740	5,540	446	322	310	260	173	262	289	1,260	100	115
No. Dakota	1,372	720	542	160	321	121	87	133	512	717	15	32
Ohio	4,355	15,747	2,359	1,584	830	851	821	1,516	2,641	7,518	351	1,752
Oklahoma	2,980	5,760	892	406	747	312	108	492	460	2,182	110	183
Oregon	992	2,150	351	282	192	148	126	310	295	651	71	366
Penn.	8,336	25,824	2,441	2,859	1,048	1,494	791	2,686	2,698	9,421	908	6,617
Rhode Isl'd	96	2,131	148	121	50	124	38	323	180	719	55	60
So. Carolina	4,333	3,094	207	172	116	114	103	157	130	1,089	50	68
So. Dakota	1,157	786	518	161	343	135	84	189	555	605	21	50
Tennessee	7,508	4,852	425	277	296	182	133	242	236	695	56	111
Texas	5,872	13,688	1,437	887	1,370	489	316	936	714	4,313	165	212
Utah	649	997	73	113	119	107	38	111	68	252	36	148
Vermont	614	821	146	109	143	116	27	124	206	350	40	57
Virginia	8,088	4,172	417	363	301	236	124	298	214	1,589	94	165
Washington	1,334	3,780	547	478	317	204	120	497	724	1,221	118	1,152
W. Virginia	5,730	3,526	281	315	190	213	98	214	262	915	88	143
Wisconsin	3,152	5,960	1,315	729	758	590	644	780	1,995	2,076	173	242
Wyoming	405	397	95	58	94	38	19	66	67	160	16	57
Totals	152,078	278,194	37,185	27,851	20,343	17,972	11,467	30,606	37,242	91,241	10,737	28,776

Count of Retailers in Canada

	Alta.	B. C.	Man.	Ont.	Que.	Sask.	Total Canada
Automobile Dealers, Garages, Repairs and Supplies, etc. (combined list)	1,256	1,177	705	4,958	1,702	1,570	12,160
Bakers	209	400	171	1,409	1,061	157	3,599
Bakers (responsible)	80	131	55	646	525	71	1,595
Blacksmiths and Horseshoers	479	297	387	1,824	2,016	845	6,625
Booksellers and Stationers	150	176	156	1,109	317	193	2,232
Booksellers and Stationers (reliable)	106	103	82	584	123	126	1,174
Boots and Shoes	139	222	116	1,334	871	105	3,032
Boots and Shoes (preferred)	55	93	41	589	271	41	1,204
Boots and Shoes (responsible)	97	137	77	825	498	62	1,890
Boot and Shoe Repairers	335	479	157	1,605	1,223	221	4,195
Butchers	571	655	464	2,752	2,772	584	8,413
Clothiers and Men's Furnishings	208	241	149	1,455	734	184	3,253
Coal and Wood	326	363	300	1,143	763	612	3,687
Confectioners	406	1,175	453	2,541	474	498	6,252
Confectioners (responsible)	164	113	190	863	158	150	1,878
Crockery, China and Glassware	20	38	8	226	96	17	455
Dairies	79	268	51	515	187	66	1,232
Department Stores (omitting 5, 10 and 15c)	27	32	8	122	36	24	284
Department Stores (5, 10 and 15c)	5	6	2	61	60	8	156
Druggists	350	255	229	1,437	666	391	3,638
Druggists (preferred)	108	100	92	659	237	155	1,532
Druggists (responsible)	193	149	123	906	521	234	2,337
Dry Goods and Ladies' Wear	241	451	146	1,874	1,959	115	5,159
Dry Goods and Ladies' Wear (preferred)	103	156	38	695	730	44	1,914
Dry Goods and Ladies' Wear (responsible)	132	226	74	1,103	1,401	75	3,224
Dyers, Cleaners and Pressers	70	306	55	931	239	56	1,701
Electric Fixtures and Supplies	56	185	93	643	318	65	1,449
Fancy Goods and Toys	29	110	22	398	152	27	830
Fish Dealers	14	71	7	215	119	5	653
Florists	61	251	35	525	137	24	1,074
Flour, Feed and Hay	58	151	73	756	395	81	1,630
Fruit	73	148	126	1,051	325	70	2,024
Furniture, House Furnishing and Carpets	133	129	82	851	338	118	1,773
Furniture (preferred)	72	62	37	450	194	75	964
General Stores	1,314	1,359	1,045	2,996	3,488	1,819	14,610
General Stores (preferred)	426	325	334	1,579	1,995	683	6,163
General Stores (responsible)	739	608	509	2,316	2,863	1,040	9,778
Grocers	1,068	1,675	1,323	7,488	6,934	764	22,034
Grocers (preferred)	170	159	115	1,657	1,676	142	4,312
Grocers (responsible)	389	575	357	3,670	4,267	242	10,812
Hardware	509	244	239	1,319	722	683	3,898
Hardware (responsible)	269	150	135	981	523	467	2,667
Hats, Caps and Furs	27	33	67	338	207	34	740
Hotels	450	613	296	2,252	1,724	500	6,560
Hotels, Selected	183	169	56	342	139	98	1,082
House Furnishings, Furniture and Carpets	133	129	82	851	338	118	1,773
Jewellers	131	233	127	854	600	165	2,298
Jewellers (preferred)	32	54	23	352	199	34	745
Lumber	506	226	218	708	794	629	3,376
Men's Furnishings and Clothiers	208	241	149	1,455	734	184	3,253
Milliners	111	129	101	856	1,670	96	2,564
Milliners (preferred)	17	46	11	151	118	14	384
Music and Musical Instruments	63	93	57	412	230	40	954
Notions and Smallwares	33	60	8	2,081	194	19	.....
Painters, Paperhangers and Decorators	165	390	138	1,684	403	99	2,981
Paints and Oils	15	45	22	553	169	78	925
Photographers	59	138	56	374	252	66	1,010
Piano and Organ	18	29	12	198	88	23	401
Plumbers and Steamfitters	124	162	120	1,091	....	388	2,655
Radio Equipment and Supplies	152	161	381	1,418	714	223	3,239
Restaurants and Cafes	570	634	326	1,529	3,165	856	7,370
Sporting Goods	20	53	13	157	65	28	364
Stoves, Tinware and Tinsmiths	120	143	131	917	631	172	2,259
Tailors and Merchant Tailors	213	374	262	1,373	1,078	170	3,756
Tobacconists	282	330	97	1,692	2,467	215	5,258

Courtesy Might Directories, Ltd.

Typical Operating Expenses in Wholesale Businesses

(Classified by Volume of Annual Business)

Gross Sales	No. of Concerns Represented	Sales Force Expense	Advertising	Total Selling Expense	Warehousing Expense	Executive and Office Salaries	Losses from Bad Debts	Rent, Light, Heat, Power, Insurance	Total Administrative & Gen. Expense	Repairs, Depreciation, Taxes, Interest	Total Expense	Margin	Profit	Stock Turns—times per year
DRUGS														
Under $750,000	35	3.80	0.06	3.94	3.12	3.60	0.30	2.19	6.09	2.85	16.00	16.90	0.9	3.1
750,000 to 1,500,000	37	3.70	0.15	3.95	3.47	3.30	0.30	1.91	5.51	2.47	15.40	16.80	1.4	3.8
1,500,000 and over	45	3.50	0.18	3.76	3.69	3.40	0.30	2.10	5.80	2.25	15.50	17.20	1.7	4.7
GROCERIES														
Under 500,000	29	2.60	0.05	2.72	2.07	2.10	0.40	1.51	4.01	1.82	10.60	11.30	0.7	5.9
500,000 to 1,000,000	173	2.70	0.06	2.86	2.14	1.90	0.40	1.34	3.64	1.91	10.60	11.30	0.7	6.0
1,000,000 to 2,000,000	122	2.60	0.06	2.75	2.15	1.90	0.30	1.30	3.50	1.91	10.30	11.00	0.7	5.8
2,000,000 and over	77	2.70	1.10	2.90	2.29	2.00	0.40	1.35	3.75	1.81	10.80	11.60	0.8	6.0
DRY GOODS														
Under 1,000,000	40	6.00	0 09	6 20	1.11	3.30	1.10	2.42	6.82	3.57	17.70	18.00	0.3	3.1
1,000,000 and over	31	5.30	0.16	5.63	1.06	2.20	0.90	2.17	5.27	3.33	15.30	17.10	1.8	3.7
AUTOMOTIVE EQUIPMENT														
Under 250,000	24	8.50	0.90	9.80	2.90	4.60	0.70	4.60	9.90	2.64	25.00	25.20	0.2	2.8
250,000 to 750,000	71	7.70	0.70	8.65	2.20	4.80	0.70	3.55	9.05	2.76	22.70	24.60	1.9	3.4
750,000 and over	33	7.60	0.80	8.55	3.20	4.90	0.70	3.55	9.15	2.50	23.50	25.50	2.0	3.7
SHOES														
Under 600,000	6	4.01	0.16	4.17	*4.15	x2.63	1.07	3.85	7.55	2.24	17.98	.....	....	....
600,000 to 1,000,000	3	4.28	0.27	4.55	*4.81	x4.61	1.58	3.79	9.98	3.83	22.69	.....	....	....
1,000,000 and over	4	4.43	0.39	4.82	*3.28	x1.75	1.21	3.33	6 29	3.62	18.01	.....	....	....
HARDWARE														
Under 500,000	11	4.97	0.64	5.61	2.72	3.94	0.35	3.10	7.39	4.77	20.03	.....	....	....
500,000 to 1,000,000	32	4.72	0.33	5.05	2.67	4 23	0.74	2.88	7.85	4.08	19.19	.....	....	....
1,000,000 and over	83	4.44	0.55	4.99	3.14	3.99	0.63	2.43	7.05	3.88	18.91	.....	....	...

*Including office salaries. x Excluding office salaries.

Retail Operating Expenses

Compiled by U. S. Chamber of Commerce—Net Sales 100%

Hardware Stores

Expenses	VOLUME OF SALES				
	Less than $25,000	$25,000 to $40,000	$40,000 to $60,000	$60,000 to $100,000	$100,000 and over
	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent
Owner's Salary	10.08	8.06	6.48	5.45	3.94
Clerk's Salary	3.74	4.18	4.97	4.99	6.37
Office Help	0.17	0.53	0.72	1.13	1.48
Office Supplies	0.17	0.16	0.18	0.19	0.21
Store Supplies	0.23	0.23	0.18	0.19	0 22
Postage	0.17	0.17	0.15	0.16	0.26
Advertising	0.66	0.65	0.79	0.71	0.70
Heat, Light and Water	0.73	0.62	0.49	0.42	0.40
Delivery	0.58	0.62	0.85	1.05	1.11
Telephone and Telegraph	0.25	0.22	0.19	0.16	0.16
Collections	0.05	0.06	0.06	0.05	0.08
Rent	2.90	2.43	2.21	2.16	1.99
Repairs	0.18	0.14	0.12	0.13	0.14
Insurance	0.77	0.66	0.60	0.55	0.47
Interest	0.78	0.57	0.64	0.63	0.52
Donations	0.20	0.20	0.15	0.11	0.08
Taxes	1.06	0.96	0.91	0.74	0.71
Depreciation—Furniture and Fixtures	0.50	0.43	0.32	0.29	0.32
Depreciation—Delivery Equipment	0.24	0.29	0.30	0.31	0.23
Losses on Notes and Accounts	0.75	0.69	0.86	0.93	0.69
Miscellaneous	0.43	0.39	0.52	0.45	0.73
Total Expense	24.64	22.26	21.69	20.79	20.81
Gross Margin	24.62	24.61	24.03	23.42	24.61
Net Profit or Loss	*0.02	2.35	2.34	2.63	3.80
Stock-turn (times a year)	1.80	1.96	2.14	2.42	2.70

*Loss.

Shoe Stores

Expenses	VOLUME OF SALES				
	Less than $30,000	$30,000 to $49,000	$50,000 to $99,000	$100,000 to $249,000	$250,000 and over
	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent
Wages of Sales Force	11.1	10.5	10.7	9.9	9.6
Advertising	1.6	2.1	2.2	2.8	3.8
Wrapping and Other Selling	0.2	0.2	0.2	0.2	0.8
Total Selling	12.9	12.8	13.1	12.9	13.8
Delivery	0.0	0.0	0.0	0.1	0.5
Buying, Management and Office Salaries	4.0	3.9	4.3	4.9	6.1
Office Supplies, Postage and Other Management	0.4	0.4	0.3	0.5	0.6
Total Buying and Management	4.4	4.3	4.6	5.4	6.7
Rent	3.3	2.5	3.0	3.9	3.9
Heat, Light and Power	0.8	0.6	0.7	0.5	0.7
Taxes (Except on Buildings and Income)	0.8	0.7	0.6	0.6	0.6
Insurance (Except on Buildings)	0.6	0.6	0.5	0.5	0.4
Repairs of Store Equipment	0.1	0.1	0.2	0.2	0.3
Depreciation of Store Equipment	0.4	0.3	0.4	0.4	0.5
Total Interest	3.9	3.4	2.9	2.7	2.1
Losses from Bad Debts	0.3	0.3	0.2	0.2	0.1
Miscellaneous	0.8	1.0	1.1	1.1	1.6
Total Other Expense	11.0	9.8	9.6	10.1	10.2
Total Expense	28.3	27.0	27.3	28.5	31.2
Gross Margin	25.4	26.9	28.7	29.6	32.7
Net Profit or Loss	*2.9	*0.1	†1.4	†1.1	†1.5
Stock-turn (times a year)	1.4	1.6	1.8	1.9	2.5

*Loss. †Profit.

Retail Operating Expenses

Compiled by U. S. Chamber of Commerce—Net Sales 100%

Jewelry Stores

Expenses	VOLUME OF SALES		
	Less than $20,000	$20,000 to $49,000	$50,000 and over
	Per Cent	Per Cent	Per Cent
Wages of Sales Force	11.9	10.7	11.1
Advertising	2.6	2.9	4.3
Boxes, Wrappings and Other Selling	1.0	1.3	1.3
Total Selling	15.5	14.9	16.7
Delivery	0.1	0.3	0.5
Buying, Management and Office Salaries	5.6	5.8	7.0
Office Supplies, Postage and Other Management	0.9	0.8	0.7
Total Buying and Management	6.5	6.6	7.7
Rent	5.2	4.3	4.8
Heat, Light and Power	1.4	0.7	0.5
Taxes (Except on Buildings and Income)	1.6	1.2	1.1
Insurance (Except on Buildings)	0.9	0.7	0.8
Repairs of Store Equipment	0.5	0.3	0.3
Depreciation of Store Equipment	0.9	0.9	0.6
Total Interest	6.3	6.2	4.7
Losses from Bad Debts	0.6	0.5	0.3
Miscellaneous	1.9	1.9	2.0
Total Other Expense	19.3	16.7	15.1
Total Expense	41.4	38.5	40.0
Gross Margin	37.1	38.9	40.7
Net Profit or Loss	*4.3	†0.4	†0.7
Stock-turn (times a year)	0.8	0.8	0.9

*Loss. †Profit.

Grocery Stores

Expenses	VOLUME OF SALES				
	Less than $30,000	$30,000 to $49,000	$50,000 to $99,000	$100,000 to $149,000	$150,000 and over
	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent
Total Salaries and Wages	11.2	10.6	10.3	10.3	11.0
Advertising	0.2	0.25	0.3	0.35	0.4
Boxes and Wrappers	0.4	0.5	0.6	0.7	0.8
Delivery	1.1	1.2	1.2	1.3	1.2
Office Supplies and Postage	0.1	0.15	0.15	0.15	0.2
Rent	1.8	1.5	1.2	1.2	1.2
Heat, Light and Power	0.4	0.3	0.3	0.25	0.3
Taxes and Licenses	0.25	0.2	0.2	0.2	0.2
Insurance	0.15	0.15	0.15	0.2	0.15
Repairs of Store Equipment	0.1	0.1	0.09	0.1	0.15
Depreciation of Store Equipment	0.35	0.3	0.3	0.3	0.3
Total Interest	1.2	1.0	1.0	1.0	0.9
Losses from Bad Debts	0.4	0.3	0.4	0.4	0.2
Miscellaneous	0.6	0.6	0.7	0.9	0.8
Total Expense	18.3	17.2	16.9	17.4	17.8
Gross Margin	18.0	19.0	19.0	19.7	19.7
Net Profit or Loss	*0.3	†1.8	†2.1	†2.3	†1.9
Stock-turn (times a year)	8.2	8.9	10.6	10.5	11.0

*Loss. †Profit.

Retail Operating Expenses

Compiled by U. S. Chamber of Commerce—Net Sales 100%

Department Stores

Expenses	VOLUME OF SALES					
	Less than $250,000	$250,000 to $499,000	$500,000 to $999,000	$1,000,000 to $3,999,000	$4,000,000 to $9,999,000	$10,000,000 and over
	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent	Per Cent
Salaries and Wages	14.4	15.4	15.3	15.4	15.4	15.3
Rentals	2.2	2.3	2.3	2.7	3.2	3.5
Advertising	1.7	2.2	2.9	2.9	2.9	3.2
Taxes	0.7	0.6	0.7	0.5	0.4	0.4
Interest	2.9	2.4	2.2	2.1	2.0	1.9
Supplies	0.6	0.6	0.8	0.9	1.4	1.2
Service Purchased	0.7	0.8	0.7	0.7	0.4	0.6
Unclassified	0.9	0.9	1.2	1.1	1.1	1.0
Traveling	0.4	0.4	0.4	0.4	0.4	0.4
Communication	0.2	0.3	0.3	0.2	0.3	0.2
Repairs	0.2	0.2	0.2	0.2	0.3	0.4
Insurance	0.6	0.5	0.5	0.4	0.3	0.3
Depreciation.						
Losses from Bad Debts	0.3	0.3	0.2	0.2	0.2	0.3
Other Depreciation	0.5	0.5	0.5	0.6	0.5	0.6
Professional Service	0.1	0.1	0.1	0.1	0.2	0.2
Total Expense	26.4	27.5	28.3	28.4	29.0	29.5
Gross Margin	26.5	28.7	29.6	31.4	33.0	34.2
Net Profit	0.1	1.2	1.3	3.0	4.0	4.7
Stock-turn (times a year)	2.0	2.6	3.0	3.3	3.9	4.4

Market Analysis Data

1930 Census Figures

This information will be found useful in planning advertising and sales campaigns, checking mailing lists for coverage, setting sales quotas and comparing magazine and newspaper circulation, direct-mail coverage, etc. Unless otherwise stated all figures are those of the 1930 census. Since this edition was published before final census figures were completely available, preliminary figures have been used in many tabulations.

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
ALABAMA	2,645,297	297,123	116,599	53,824	554,130	2,349
Anniston	22,333	4,599	3,930	1,358	4,565	45
Bessemer	20,695	2,021	3,221	1,091	4,913	21
Birmingham	257,657	78,851	16,054	11,687	45,783	295
Dothan	15,447	5,413	370	646	3,239	18
Florence	11,733	1,204	604	853	2,848	20
Gadsden	23,899	9,162	3,708	1,008	4,370	27
Mobile	68,277	7,500	3,503	5,508	14,522	87
Montgomery	66,075	22,611	2,946	5,223	10,217	86
Selma	18,004	2,415	1,062	1,491	3,739	24
Tuscaloosa	20,610	8,614	559	1,300	2,891	20
ARIZONA	435,833	101,671	9,127	13,464	109,286	294
Phoenix	47,950	18,897	878	5,694	10,024	71
Tucson	32,198	11,906	972	2,328	6,548	31
ARKANSAS	1,853,981	101,777	43,977	39,443	427,333	1,257
Fort Smith	31,429	2,559	3,087	3,709	7,133	79
Hot Springs	20,115	8,420	287	2,304	2,599	24
Little Rock	81,679	16,537	3,723	11,935	16,866	137
North Little Rock	19,413	5,365	2,406	In Little Rock	3,556	22
Pine Bluff	20,762	1,482	1,526	2,890	4,889	38
CALIFORNIA	5,672,009	2,245,148	249,552	542,662	1,166,579	9,638
Alameda	34,392	5,586	1,145	5,212	8,526	34
Bakersfield	26,179	7,541	1,064	3,632	6,737	44
Berkeley	81,543	25,507	3,228	9,576	17,842	147
Eureka	15,748	2,825	1,406	2,316	3,579	27
Fresno	52,558	7,472	3,401	8,701	15,842	121
Glendale	62,607	49,071	765	5,162	6,737	56
Long Beach	141,390	85,797	1,712	12,340	25,711	115
Los Angeles	1,233,561	656,888	58,026	133,830	151,756	2,691
Oakland	284,213	67,952	15,537	32,139	68,553	602
Pasadena	75,875	30,521	1,043	19,045	15,368	116
Pomona	20,695	7,190	537	3,482	4,132	28
Richmond	19,945	3,102	4,415	1,882	6,211	31
Riverside	30,654	11,313	402	3,280	5,090	32
Sacramento	93,685	27,777	6,033	12,654	19,316	200
San Bernardino	37,453	18,519	1,744	3,025	6,211	36
San Diego	147,897	73,214	3,177	13,249	29,053	229
San Francisco	637,212	130,536	41,373	106,305	149,158	2,104
San Jose	57,547	17,905	4,507	10,093	11,632	155
Santa Ana	30,166	14,681	677	2,872	5,421	69
Santa Barbara	33,544	14,103	291	5,919	6,526	37
Santa Cruz	14,389	3,472	229	1,999	2,873	32
Santa Monica	36,993	21,741	502	2,638	4,014	22
Stockton	47,951	7,655	2,735	6,551	12,789	135
Vallejo	14,385	−2,460	.....	1,969	7,263	.....
COLORADO	1,035,043	95,414	31,967	97,357	261,951	1,416
Boulder	11,200	202	160	2,635	2,927	21
Colorado Springs	33,223	3,118	451	5,652	7,318	60
Denver	287,644	31,153	15,077	40,714	69,610	686
Greeley	12,188	1,230	190	1,962	3,122	19
Pueblo	50,102	7,052	1,240	5,599	10,707	84
Trinidad	11,715	809	313	1,693	2,683	24
CONNECTICUT	1,602,262	221,632	242,362	153,827	371,818	3,062
Ansonia	19,860	2,217	5,148	1,294	4,386	30
Bridgeport	147,206	3,651	28,763	11,063	32,626	329
Bristol	28,402	7,782	6,569	1,988	5,773	34
Danbury	21,615	2,672	5,672	2,517	4,305	77
Derby	10,790	−448	800	787	2,886	30
East Hartford Town	16,415	4,767	.....	In Hartford	3,182	.....
Enfield Town	13,403	211	.....	79	2,977	.....
Fairfield Town	17,184	165	.....	720	3,432	.....
Greenwich Town	31,159	10,236	.....	2,182	5,886	.....
Hartford	163,818	25,782	21,758	20,787	37,318	337
Manchester	21,950	3,580	.....	535	4,886	.....
Meriden	38,452	8,585	7,882	3,677	8,318	92
Middletown	24,422	7,784	3,831	1,697	5,250	57

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
CONNECTICUT—*Cont'd*						
Milford Town	12,500	2,307	.....	1,036	3,185	.....
Naugatuck Borough	14,277	−774	2,910	1,449	3,773	14
New Britain	68,095	8,779	16,678	4,785	15,818	87
New Haven	162,650	113	22,863	20,243	41,341	465
New London	29,794	4,106	2,517	3,959	6,750	57
Norwalk	35,961	8,218	6,304	1,862	6,841	104
Norwich	22,776	472	4,140	2,931	5,295	73
Orange Town	1,512	.....	.....	.....	4,591	.....
Stamford	46,282	11,186	7,530	4,837	9,500	86
Stonington Town	11,030	794	.....	270	2,500	.....
Stratford Town	18,588	6,241	.....	1,246	3,818	.....
Torrington	26,122	5,499	5,310	2,178	5,705	49
Waterbury	101,025	9,310	23,626	8,566	20,844	156
Willimantic	12,071	−259	2,102	1,544	2,977	30
DELAWARE	236,858	13,855	20,704	16,287	56,512	419
Wilmington	104,941	−5,227	13,549	10,114	28,884	181
DISTRICT OF COLUMBIA						
Washington	.....	.....	9,753	61,999	117,333	538
FLORIDA	1,465,969	497,499	66,204	56,126	332,439	1,863
Jacksonville	129,682	38,124	5,479	10,486	33,439	204
Key West	12,613	−6,136	1,100	649	3,342	23
Miami	110,514	80,943	2,179	4,438	31,488	132
Pensacola	31,589	524	1,259	2,257	6,172	44
St. Petersburg	39,504	25,267	1,000	3,005	11,171	69
Tampa	100,910	49,302	12,682	8,845	24,927	218
GEORGIA	2,902,127	6,295	141,173	94,189	689,348	2,876
Albany	14,489	2,934	517	1,097	3,000	20
Athens	18,189	1,441	1,266	1,614	3,565	32
Atlanta	266,559	65,943	18,208	28,334	43,612	429
Augusta	60,204	7,656	5,423	4,712	12,109	65
Brunswick	14,015	−398	1,032	800	3,739	30
Columbus	43,122	11,997	8,282	2,859	9,783	70
La Grange	20,131	3,093	3,900	831	5,370	25
Macon	53,866	871	6,079	5,180	12,870	74
Rome	21,668	8,416	2,095	1,479	3,043	42
Savannah	85,007	1,755	3,053	6,620	20,954	101
Valdosta	13,478	2,695	526	1,139	2,804	28
Waycross	15,507	−2,561	.....	1,047	4,457	.....
IDAHO	445,837	13,971	15,794	30,264	124,186	490
Boise	20,460	−933	322	3,513	5,395	39
Pocatello	16,352	1,351	1,238	1,966	4,395	25
ILLINOIS	7,607,684	1,122,404	622,368	968,339	1,737,143	14,117
Alton	30,142	5,460	2,919	2,834	6,476	44
Aurora	46,568	10,171	4,770	7,853	10,929	112
Belleville	28,308	3,485	3,517	1,858	6,471	80
Berwyn	47,005	32,855	29	1,833	4,690	14
Bloomington	30,915	2,190	2,808	7,226	7,310	63
Blue Island	16,509	5,085	1,163	2,166	3,214	22
Cairo	13,525	1,678	1,328	2,060	3,714	39
Canton	11,751	823	867	2,590	2,619	20
Centralia	12,583	92	97	2,345	3,429	19
Champaign	20,332	4,459	326	3,586	4,405	38
Chicago	3,375,329	673,624	370,041	532,576	725,690	9,112
Chicago Heights	22,311	2,658	4,588	2,476	5,381	67
Cicero	65,776	20,781	17,772	In Chicago	15,571	98
Danville	36,646	2,870	2,266	6,169	8,952	67
Decatur	57,511	13,693	7,178	8,750	13,095	108
East St. Louis	74,024	7,257	7,311	4,842	17,214	102
Elgin	35,912	8,458	7,497	5,836	8,095	67
Evanston	61,766	24,532	1,335	9,185	10,738	62
Forest Park	14,545	3,777	420	1,884	3,238	33
Freeport	22,026	2,357	2,576	4,404	4,976	45
Galesburg	28,702	4,868	1,987	4,284	4,952	50
Granite City	25,127	10,370	7,033	1,453	4,429	26

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
ILLINOIS—*Cont'd*						
Herrin	9,670	−1,316	79	850	3,262	13
Jacksonville	17,722	2,009	1,099	2,904	3,810	46
Joliet	41,753	3,311	2,770	8,267	9,762	71
Kankakee	21,524	4,771	1,661	3,107	4,476	49
Kewanee	17,091	1,065	3,484	2,975	4,786	18
La Salle	13,084	34	1,365	1,560	3,476	16
Lincoln	12,843	961	276	2,237	2,976	15
Mattoon	15,620	2,068	1,050	2,893	3,571	28
Maywood	25,675	13,603	.....	2,496	3,476	.....
Moline	32,330	1,596	4,409	4,120	8,214	68
Murphysboro	8,262	−2,441	608	1,254	3,071	16
Oak Park	63,819	23,961	436	12,600	12,738	42
Ottawa	15,042	4,226	1,129	3,156	2,810	23
Pekin	16,096	4,010	878	2,341	3,238	26
Peoria	104,788	28,667	5,284	13,152	19,643	174
Quincy	39,221	3,243	4,274	5,592	9,333	137
Rock Island	39,093	3,916	3,042	4,886	9,762	74
Rockford	85,831	20,180	14,045	10,116	18,738	230
Springfield	71,857	12,674	4,904	10,987	15,405	121
Streator	14,712	−67	1,390	2,923	3,595	35
Urbana	13,058	2,814	369	2,228	2,738	17
Waukegan	33,434	14,208	3,696	3,177	5,310	43
INDIANA	3,225,418	295,028	280,854	351,276	787,500	4,772
Anderson	39,788	10,021	7,276	4,829	8,650	79
Bloomington	18,214	6,619	1,911	2,413	3,200	35
Clinton	7,925	−3,037	209	949	3,525	10
Crawfordsville	10,319	180	801	2,011	2,650	34
East Chicago	54,660	18,693	10,465	2,130	11,825	57
Elkhart	33,195	8,918	5,353	5,025	6,900	81
Elwood	10,676	114	2,103	1,630	2,698	23
Evansville	103,151	17,887	12,603	11,702	23,775	219
Fort Wayne	115,121	28,572	16,659	18,043	25,125	149
Frankfort	12,198	613	1,045	2,458	3,325	28
Gary	100,749	45,371	.....	4,405	20,200	.....
Hammond	64,523	28,519	6,379	4,759	13,075	68
Huntington	13,415	−585	2,296	3,707	4,075	42
Indianapolis	364,073	49,879	41,805	47,588	91,650	756
Jeffersonville	12,036	1,938	577	1,638	2,525	23
Kokomo	32,680	2,613	4,780	4,108	9,500	65
La Porte	15,639	481	3,027	3,573	4,500	39
Lafayette	26,195	3,709	1,357	6,375	6,000	57
Logansport	18,467	−3,159	1,434	3,969	5,850	46
Marion	24,130	383	4,044	3,870	6,675	82
Michigan City	26,790	7,333	3,566	3,084	5,075	44
Mishawaka	28,628	13,433	5,506	2,157	4,225	18
Muncie	46,517	9,993	6,853	5,534	11,175	99
New Albany	25,825	2,833	2,594	3,395	5,748	70
New Castle	13,966	−492	3,807	2,025	4,350	25
Peru	12,731	321	1,091	3,385	3,175	35
Richmond	32,561	5,796	4,707	3,160	7,750	78
South Bend	104,066	33,083	22,054	7,582	20,425	182
Terre Haute	62,543	−3,540	3,135	10,580	17,975	110
Vincennes	17,532	372	942	3,187	4,625	47
Whiting	10,755	610	.....	1,109	3,125	.....
IOWA	2,467,900	63,879	74,976	350,954	591,463	3,270
Boone	11,874	−577	802	3,186	3,144	27
Burlington	26,719	2,662	2,406	5,066	6,610	71
Cedar Rapids	56,078	10,512	5,616	9,379	12,951	174
Clinton	25,740	1,589	3,095	4,107	6,610	74
Council Bluffs	42,023	5,861	2,089	7,400	9,976	68
Davenport	60,728	4,001	3,490	11,195	12,797	148
Des Moines	142,469	16,001	8,007	25,082	35,585	335
Dubuque	41,678	2,537	5,506	7,067	10,146	102
Fort Dodge	21,860	2,513	607	4,532	5,463	40
Fort Madison	13,778	1,712	905	2,249	2,739	26
Iowa City	15,342	4,075	309	3,116	4,024	32
Keokuk	15,092	669	1,306	2,397	3,537	58
Marshalltown	17,367	1,636	1,459	3,777	4,195	47

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
IOWA—*Cont'd*						
Mason City	23,300	3,235	1,736	3,628	5,732	36
Muscatine	16,770	702	3,046	3,385	4,146	67
Ottumwa	28,074	5,071	2,625	4,672	6,683	62
Sioux City	79,212	7,985	6,153	10,472	19,024	150
Waterloo	45,969	9,739	4,205	6,457	9,000	95
KANSAS	1,879,946	110,689	46,659	206,525	445,854	1,878
Arkansas City	13,940	2,687	.....	2,412	3,585	.....
Atchison	13,019	389	771	2,554	3,805	34
Chanute	.....	.....	134	2,617	2,397	21
Coffeyville	16,188	2,736	1,470	2,789	4,122	35
El Dorado	10,305	−690	62	1,379	2,317	12
Emporia	13,687	2,414	124	3,322	3,049	18
Fort Scott	10,746	53	570	2,092	2,927	27
Hutchinson	27,080	3,782	950	3,807	6,512	47
Independence	12,773	853	419	2,515	2,659	27
Kansas City	122,327	21,150	14,137	10,551	28,512	156
Lawrence	13,708	1,252	355	2,990	3,010	31
Leavenworth	17,449	537	1,145	3,185	5,341	46
Parsons	14,852	−1,176	1,157	2,985	3,619	27
Pittsburg	18,051	−1	1,200	3,525	4,756	36
Salina	20,156	5,071	566	3,522	4,024	45
Topeka	64,005	13,983	3,979	11,209	14,512	111
Wichita	111,039	38,822	3,954	11,515	22,561	198
KENTUCKY	2,623,668	207,038	76,580	114,626	576,818	1,864
Ashland	29,050	14,321	1,259	3,203	5,727	28
Covington	65,247	8,126	3,795	6,731	13,295	92
Henderson	12,345	376	1,057	1,352	2,864	18
Lexington	45,723	4,189	857	6,382	10,795	55
Louisville	307,808	72,917	37,672	34,057	70,659	669
Newport	29,740	423	2,223	5,762	6,663	48
Owensboro	22,785	5,361	1,384	2,225	5,046	49
Paducah	33,541	8,806	3,794	3,640	5,932	58
LOUISIANA	2,094,496	295,987	88,058	64,912	420,435	1,742
Alexandria	23,010	5,500	672	1,946	4,609	31
Baton Rouge	31,465	9,683	615	2,922	6,196	31
Lake Charles	15,753	2,665	886	1,148	2,845	25
Monroe	26,002	13,327	866	1,622	3,174	23
New Orleans	455,792	68,573	22,118	31,598	91,196	661
Shreveport	76,659	32,785	2,253	5,922	14,217	66
MAINE	799,562	31,648	73,849	84,149	193,415	1,500
Auburn	18,567	1,582	5,488	2,931	4,463	51
Augusta	17,189	3,075	2,003	2,079	3,585	35
Bangor	28,701	2,723	786	6,218	6,537	58
Bath	9,093	5,638	773	1,358	3,593	18
Biddeford	17,618	−390	4,478	1,433	4,537	25
Lewiston	34,948	3,157	6,025	3,849	8,659	78
Portland	70,810	1,538	4,177	13,285	18,634	179
Sanford Town	13,385	2,694	.....	732	2,878	.....
Waterville	15,330	1,979	2,369	2,112	3,561	33
MARYLAND	1,625,279	175,618	125,787	96,449	354,889	3,184
Annapolis	9,711	1,253	120	1,645	2,911	12
Baltimore	801,741	67,915	85,797	62,739	179,489	2,015
Cumberland	37,713	7,876	5,430	4,533	7,644	72
Frederick	14,415	3,349	1,609	1,854	2,689	46
Hagerstown	29,902	1,838	4,625	3,426	7,111	86
MASSACHUSETTS	4,253,646	401,290	591,438	499,892	964,091	10,027
Adams Town	12,601	−366	3,636	1,034	3,114	23
Amesbury Town	11,887	1,851	4,276	1,368	2,614	40
Arlington Town	36,089	17,424	257	5,381	6,000	22
Attleboro	21,776	2,045	5,273	2,707	4,727	138
Belmont Town	21,707	10,958	86	3,184	3,705	7
Beverly	24,985	2,424	3,540	3,476	5,159	44
Boston	787,271	39,211	77,334	103,175	178,886	2,620
Braintree Town	15,673	5,093	1,554	1,791	3,136	15

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
MASSACHUSETTS—*Cont'd*						
Brockton	63,695	−2,559	13,162	9,747	14,851	264
Brookline Town	47,437	9,689	231	12,651	9,977	22
Cambridge	113,650	3,956	21,945	14,678	27,727	352
Chelsea	44,827	1,643	6,308	4,223	10,525	121
Chicopee	43,981	7,767	10,536	751	9,773	49
Clinton Town	12,795	−184	5,013	1,324	3,295	26
Danvers Town	12,952	1,844	970	1,493	2,727	18
Dedham Town	15,138	4,346	518	1,588	3,341	14
Easthampton Town	10,950	−311	2,950	884	2,659	14
Everett	48,298	8,178	5,234	5,951	9,659	111
Fall River	115,301	−5,184	30,596	8,667	29,772	238
Fitchburg	40,672	−357	8,872	4,602	10,046	103
Framingham Town	22,199	5,166	4,488	2,723	5,000	46
Gardner Town	19,356	2,385	4,313	1,760	4,341	80
Gloucester	24,201	1,254	2,169	3,640	5,341	80
Greenfield Town	15,418	−44	1,585	2,688	3,465	42
Haverhill	48,687	−5,197	11,519	7,818	11,189	444
Holyoke	56,555	−3,648	16,992	7,529	13,727	171
Lawrence	84,949	−9,321	26,275	9,035	21,256	177
Leominster	21,810	2,066	4,846	2,584	5,159	84
Lowell	100,300	−12,459	21,570	9,659	25,067	257
Lynn	102,327	3,179	18,938	15,660	23,636	342
Malden	58,143	9,040	4,192	7,510	11,909	98
Marlborough	15,594	566	3,504	2,094	3,750	36
Medford	59,700	20,662	1,335	6,700	11,295	54
Melrose	23,124	4,920	748	3,840	4,782	24
Methuen	21,067	5,878	1,557	In Lawrence	4,977	22
Milford Town	14,739	1,258	1,664	1,595	3,432	31
Natick Town	13,510	2,603	660	1,731	3,023	28
New Bedford	112,836	−8,381	35,696	10,436	27,168	200
Newburyport	15,059	−559	2,561	2,178	3,568	46
Newton	65,295	19,241	2,669	3,488	12,432	55
North Adams	21,627	−655	4,754	3,058	5,182	49
Northampton	24,350	2,399	3,395	2,553	5,614	46
Northbridge Town	9,678	−496	.....	61	2,284	.....
Norwood	14,983	2,356	2,742	1,359	3,216	20
Peabody	21,244	1,692	5,821	1,814	4,523	75
Pittsfield	49,675	7,912	9,180	6,148	10,932	61
Plymouth	12,968	−77	2,441	1,705	3,000	24
Quincy	71,965	24,089	5,158	7,437	14,318	129
Revere	35,705	6,882	189	3,699	7,795	18
Salem	43,287	758	4,359	5,176	9,750	114
Saugus Town	14,695	3,821	110	In Lynn	3,000	9
Somerville	103,604	10,513	5,594	11,034	22,818	134
Southbridge Town	14,262	17	3,949	1,448	3,591	39
Springfield	149,861	20,247	17,693	17,322	32,955	335
Taunton	37,268	151	6,679	4,350	9,045	110
Wakefield Town	15,973	2,948	1,787	1,625	3,682	24
Waltham	39,425	8,510	5,083	4,241	8,114	95
Watertown Town	34,860	13,403	.....	1,849	6,000	.....
Webster Town	12,992	−266	2,868	923	3,045	20
West Springfield Town	16,683	3,240	2,880	1,206	3,591	21
Westfield	19,772	1,168	2,933	2,150	4,432	63
Weymouth Town	20,799	5,742	1,924	1,987	4,045	27
Winchester Town	12,654	2,169	1,139	1,748	2,682	19
Winthrop Town	16,968	1,513	44	2,860	3,705	6
Woburn	19,427	853	2,092	2,184	4,273	49
Worcester	196,395	16,641	31,142	22,705	43,955	518
MICHIGAN	4,842,280	1,173,868	515,494	355,634	1,044,186	5,600
Adrian	12,891	1,013	1,662	2,374	2,930	44
Alpena	12,122	1,021	1,463	1,185	2,582	28
Ann Arbor	26,872	7,356	1,198	5,661	5,279	52
Battle Creek	43,301	7,137	6,210	6,787	10,116	97
Bay City	47,350	−204	5,896	4,476	11,442	90
Benton Harbor	15,416	3,183	1,931	2,700	3,326	56
Detroit	1,573,985	580,307	172,742	114,114	300,023	1,614
Escanaba	14,516	1,413	728	1,775	3,047	32
Flint	156,422	64,823	25,024	8,813	31,744	81
Grand Rapids	168,650	31,016	25,479	21,018	36,349	475

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
MICHIGAN—*Cont'd*						
Hamtramck	56,283	7,668	23,985	In Detroit	20,419	24
Highland Park	52,883	6,384	43,491	In Detroit	17,907	21
Holland	14,348	2,165	2,595	1,946	3,093	52
Ironwood	14,254	−1,485	315	1,351	4,116	15
Ishpeming	9,217	1,283	305	571	2,442	11
Jackson	54,870	6,496	8,052	7,488	13,884	127
Kalamazoo	54,388	5,901	6,851	8,860	12,674	155
Lansing	78,421	21,094	12,982	4,500	17,023	128
Marquette	14,780	2,062	1,163	1,704	3,140	25
Monroe	18,090	6,517	3,054	2,161	3,419	28
Muskegon	41,338	4,768	8,917	4,350	10,302	79
Owosso	14,480	1,905	2,000	2,425	3,372	34
Pontiac	64,897	30,624	6,138	3,985	11,518	49
Port Huron	31,176	5,232	2,098	4,234	7,139	53
Saginaw	80,350	18,447	9,582	8,291	17,047	160
Sault Ste. Marie	13,552	1,456	1,170	1,732	2,813	24
Traverse City	12,533	1,608	818	1,449	2,541	31
Wyandotte	28,346	14,495	3,462	1,490	5,886	25
MINNESOTA	2,566,445	179,320	100,614	274,510	596,889	3,888
Austin	12,261	2,143	.....	1,397	2,711	.....
Duluth	101,417	2,500	6,545	14,900	25,022	183
Faribault	12,766	1,677	942	1,586	2,778	34
Hibbing	15,644	555	60	2,168	4,089	8
Mankato	14,035	1,566	559	3,699	3,089	35
Minneapolis	464,753	84,171	31,730	67,303	96,356	979
Rochester	20,626	6,904	262	2,915	3,933	20
St. Cloud	20,991	5,118	1,611	2,414	4,311	53
St. Paul	271,418	36,720	23,664	42,656	55,133	630
Virginia	11,957	−2,065	.....	1,954	3,644	.....
Winona	20,852	1,709	2,259	2,944	4,333	51
MISSISSIPPI	2,007,743	217,125	55,171	39,763	406,959	1,705
Biloxi	14,668	3,731	721	764	2,932	26
Columbus	10,734	233	336	858	2,614	17
Greenville	14,795	3,235	653	1,160	3,500	20
Hattiesburg	18,715	5,445	1,337	1,294	3,227	29
Jackson	47,934	25,117	1,241	2,955	6,568	47
Laurel	18,016	4,979	3,131	1,218	3,682	32
Meridian	32,527	9,128	996	2,669	5,568	33
Natchez	13,388	780	1,133	988	3,000	21
Vicksburg	22,927	4,855	1,292	1,858	4,107	21
MISSOURI	3,620,961	216,906	194,959	342,866	856,097	5,114
Cape Girardeau	16,148	5,895	2,331	2,101	3,512	32
Carthage	9,686	−382	516	1,224	2,561	20
Columbia	14,962	4,570	484	2,689	2,610	22
Hannibal	22,760	3,454	2,978	3,219	4,878	41
Independence	15,261	3,575	389	2,994	3,146	19
Jefferson City	21,596	7,106	1,924	2,313	3,927	33
Joplin	32,586	2,684	2,198	3,485	7,293	66
Kansas City	392,761	68,351	25,576	52,796	91,537	841
Moberly	13,647	839	613	2,129	3,439	14
St. Joseph	80,944	3,005	5,610	11,237	19,122	154
St. Louis	822,032	49,135	105,022	76,941	202,536	2,367
Sedalia	20,806	−338	625	3,841	5,610	31
Springfield	57,507	17,876	3,273	7,108	12,341	70
MONTANA	536,332	−12,557	14,777	31,661	183,077	606
Anaconda	12,529	861	101	842	3,256	10
Billings	16,332	1,232	243	2,247	4,744	36
Butte	39,540	−2,071	538	5,516	11,051	63
Great Falls	28,553	4,432	952	2,650	7,923	44
Helena	11,802	−235	248	2,275	3,086	25
Missoula	14,616	1,948	513	2,100	3,248	27
NEBRASKA	1,378,900	82,528	27,200	190,187	324,651	1,306
Grand Island	18,041	4,094	225	2,768	3,698	28
Hastings	15,487	3,840	600	2,876	3,070	31
Lincoln	75,919	20,971	2,008	11,386	14,581	142

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Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
NEBRASKA—*Cont'd*						
North Platte	12,063	1,597	426	1,666	3,326	12
Omaha	214,175	22,574	15,463	34,052	50,116	415
NEVADA	90,981	13,574	2,670	6,473	22,116	102
Reno	18,494	6,478	277	2,490	3,657	29
NEW HAMPSHIRE	463,746	20,663	66,658	53,658	110,976	1,038
Berlin	20,297	4,193	3,708	909	4,634	17
Concord	25,162	2,995	2,824	3,523	5,512	52
Dover	13,576	547	2,121	1,832	3,178	32
Keene	13,769	2,559	2,335	1,894	2,927	57
Laconia	12,314	1,417	2,153	1,215	2,780	29
Manchester	76,886	−1,498	18,553	10,565	20,488	128
Nashua	31,091	2,712	7,391	4,010	7,317	62
Portsmouth	13,701	132	631	2,306	3,683	23
NEW JERSEY	4,028,027	872,127	425,377	284,178	852,045	8,204
Asbury Park	19,500	7,100	546	1,999	3,159	32
Atlantic City	65,748	15,041	1,201	7,762	12,227	80
Bayonne	85,848	9,094	12,340	3,962	20,682	105
Belleville Town	26,979	11,319	1,666	In Newark	4,432	46
Bloomfield Town	38,070	16,051	6,448	2,984	6,068	57
Bridgeton	13,710	1,387	2,610	2,204	3,273	57
Camden	117,172	863	22,700	9,849	29,750	277
Carteret Borough	12,634	1,587	.....	269	3,432	.....
Clifton	45,673	19,203	6,298	In Passaic	8,227	63
East Orange	68,227	17,517	1,338	8,752	14,023	34
Elizabeth	114,557	18,774	17,354	8,449	21,769	177
Englewood	17,819	6,192	84	2,161	2,909	15
Garfield	29,763	10,382	5,992	In Passaic	5,795	58
Gloucester	13,841	1,679	1,080	645	3,341	15
Hackensack Town	24,506	6,839	967	5,923	4,568	37
Harrison Town	15,603	−118	5,929	615	3,750	40
Hoboken	56,523	−11,643	9,793	3,387	15,492	189
Irvington Town	56,745	31,265	2,867	In Newark	7,864	103
Jersey City	315,642	17,539	30,607	19,189	72,364	631
Kearney (Incls. Arlington)	40,724	14,000	9,511	3,424	7,295	44
Long Branch	18,500	4,979	528	1,851	3,114	40
Millville	14,678	−13	3,148	792	3,682	35
Montclair Town	42,006	13,916	432	5,453	7,659	30
Morristown Town	15,193	2,645	251	2,428	2,864	26
New Brunswick	34,280	1,501	6,930	4,483	8,841	84
Newark	442,842	28,318	66,854	42,053	104,409	1,668
Orange	35,509	2,241	1,171	4,706	8,136	61
Passaic	63,108	−733	16,119	6,778	15,886	180
Paterson	138,267	2,392	33,779	11,739	32,455	1,087
Perth Amboy	44,007	2,300	9,237	2,825	10,932	97
Phillipsburg Town	19,254	2,331	4,913	1,643	4,295	34
Plainfield	34,405	6,705	2,743	4,668	7,386	51
Rahway	15,973	4,931	1,114	1,605	2,773	28
Summit	14,457	4,283	219	1,762	2,727	17
Trenton	122,610	3,321	22,322	11,844	30,523	303
Union City	58,588	−2,137	4,892	5,182	14,455	228
West New York Town	33,916	6,990	2,925	1,926	9,295	161
West Orange Town	24,324	8,751	1,864	In Orange	4,227	15
NEW MEXICO	427,216	66,866	4,629	10,399	91,163	200
Albuquerque	26,526	11,369	1,317	2,726	5,023	28
NEW YORK	12,619,503	2,234,276	1,066,202	1,256,772	2,656,512	33,393
Albany	127,358	14,014	9,608	19,796	27,695	223
Amsterdam	34,683	1,159	10,536	3,864	8,279	68
Auburn	36,736	544	5,649	4,936	8,297	86
Batavia	17,448	3,394	2,318	1,519	3,721	31
Beacon	11,921	925	1,509	990	2,721	20
Binghamton	76,601	9,801	7,407	9,557	16,954	146
Buffalo	573,070	66,295	66,015	65,545	126,581	1,328
Cohoes	23,201	214	4,925	1,441	5,442	72
Corning	15,648	−172	2,621	2,037	3,656	30
Cortland	15,041	1,747	2,625	2,681	3,256	30

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Population figures taken from 1930 Preliminary Census

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NEW YORK—*Cont'd*						
Dunkirk	17,756	−1,580	2,649	1,545	4,651	29
Elmira	47,381	1,988	6,895	7,574	11,395	101
Fulton	12,450	−593	3,004	1,480	2,923	26
Geneva	16,050	1,402	2,091	2,299	3,767	34
Glens Falls	18,527	1,889	3,069	3,052	4,209	54
Gloversville	23,091	1,016	4,267	4,331	5,140	161
Herkimer	10,433	−20	1,566	915	2,558	22
Hornell	16,166	1,141	2,504	2,215	3,698	32
Hudson	12,413	668	1,073	1,202	2,744	26
Ilion	9,878	−291	3,907	900	2,442	11
Ithaca	20,550	3,546	1,575	3,602	4,488	44
Jamestown	45,172	6,255	8,763	4,121	10,302	131
Johnstown	10,794	−164	2,499	1,789	2,491	88
Kingston	28,166	1,478	3,594	3,657	6,605	88
Lackawanna	23,941	6,023	.....	In Buffalo	4,814	.....
Little Falls	11,059	1,970	2,650	1,298	2,890	32
Lockport	25,370	4,062	3,430	3,852	5,047	68
Middletown	21,298	2,878	1,682	2,181	4,837	52
Mount Vernon	60,869	18,143	1,573	7,293	12,070	66
New Rochelle	54,055	17,842	763	6,565	10,651	28
New York	6,981,927	1,361,679	538,845	736,224	1,377,764	23,714
Manhattan Borough	1,872,145	−411,958	323,443	407,255	436,558	17,138
Bronx Borough	1,266,506	534,490	18,713	InManhattan	209,349	839
Brooklyn Borough	2,604,549	586,193	137,962	245,161	520,977	4,293
Queens Borough	1,079,357	610,315	50,949	67,713	177,628	1,303
Richmond Borough	159,370	42,839	7,778	14,334	33,163	141
Newburgh	31,243	877	4,207	3,487	7,070	67
Niagara Falls	75,398	24,638	12,616	6,076	13,558	116
North Tonawanda	19,020	3,538	3,832	1,766	4,116	44
Ogdensburg	16,904	2,295	1,202	1,586	4,070	39
Olean	21,350	844	3,033	3,104	4,977	49
Oneida	10,559	18	938	1,455	2,488	28
Oneonta	12,527	945	1,237	1,888	2,791	22
Ossining Village	16,581	5,842	281	1,521	2,814	16
Oswego	22,651	−975	2,874	2,847	5,202	42
Peekskill Village	17,439	1,571	1,379	1,851	4,279	34
Plattsburg	13,333	2,424	530	1,616	2,721	22
Port Chester Village	22,412	5,839	1,603	2,429	4,605	34
Port Jervis	10,230	59	1,720	1,253	2,465	25
Poughkeepsie	40,123	5,123	4,631	4,740	8,326	102
Rensselaer	11,213	390	1,775	1,477	2,674	16
Rochester	325,019	29,269	52,589	31,234	74,605	811
Rome	32,496	6,155	5,094	2,368	7,233	53
Saratoga Springs	13,159	−22	528	2,188	3,256	32
Schenectady	95,652	6,929	19,648	11,898	21,628	101
Syracuse	207,007	35,290	23,086	22,041	43,116	403
Tonawanda	13,681	2,613	1,723	1,218	2,674	24
Troy	72,350	337	12,468	7,884	16,814	167
Utica	102,633	8,477	14,833	10,219	23,837	221
Watertown	32,038	803	3,390	4,725	7,698	57
Watervliet	15,781	−292	1,594	1,287	3,767	27
White Plains	35,604	14,573	279	4,648	6,674	24
Yonkers	135,123	34,947	12,662	13,195	27,047	105
NORTH CAROLINA	3,170,287	611,164	182,234	79,330	579,400	2,614
Asheville	50,167	21,663	1,428	4,423	6,400	50
Charlotte	82,645	36,307	5,730	6,696	10,920	109
Durham	52,026	30,307	7,541	2,604	8,780	54
Gastonia	17,094	4,223	3,561	1,027	3,520	28
Goldsboro	14,971	3,675	1,294	1,098	2,960	20
Greensboro	53,422	33,561	5,007	4,329	9,740	65
High Point	36,708	22,406	7,782	2,328	4,860	100
New Bern	11,922	−276	933	921	2,440	19
Raleigh	37,375	12,957	1,394	2,984	6,200	38
Rocky Mount	21,409	8,667	.....	1,569	3,100	.....
Salisbury	16,989	3,105	1,682	1,795	3,680	31
Wilmington	32,167	−1,205	1,577	2,567	7,540	39
Wilson Town	12,609	1,997	568	1,309	2,640	23
Winston-Salem	75,288	26,893	.....	2,992	14,360	.....

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
NORTH DAKOTA	682,448	35,576	3,261	48,325	133,582	320
Fargo	28,609	6,648	491	3,860	5,333	47
Grand Forks	17,175	3,165	336	2,363	3,208	26
Minot	15,902	5,426	353	2,082	2,646	21
OHIO	6,639,837	880,443	676,742	651,759	1,636,585	11,137
Akron	253,653	45,218	52,546	12,583	50,838	228
Alliance	23,093	1,490	3,791	3,729	6,244	42
Ashtabula	23,296	1,214	2,066	4,196	6,220	43
Barberton	23,932	5,121	5,674	799	5,878	39
Bellaire	13,327	−1,734	.....	1,390	4,024	.....
Bucyrus	9,942	−483	1,309	2,521	2,927	30
Cambridge	16,129	3,025	1,628	3,448	3,463	35
Campbell	14,672	3,435	.....	107	4,049	.....
Canton	105,524	18,433	15,362	11,369	26,780	186
Chillicothe	18,315	2,484	1,821	4,057	4,098	29
Cincinnati	449,331	48,094	63,715	61,480	100,195	1,751
Cleveland	900,430	103,577	132,852	105,732	234,268	2,212
Cleveland Heights Village	50,123	34,887	.....	In Cleveland	5,731	.....
Columbus	289,056	52,025	24,590	31,197	69,634	471
Coshocton	10,885	36	1,801	1,525	2,854	41
Cuyahoga Falls Village	19,522	9,322	813	763	3,488	21
Dayton	200,225	47,666	29,341	17,729	43,073	418
East Cleveland	40,279	12,987	1,274	In Cleveland	9,624	23
East Liverpool	23,197	1,786	4,212	3,156	5,390	62
Elyria	25,606	5,132	3,953	4,748	5,951	52
Findlay	19,329	2,308	2,067	3,410	4,512	49
Fremont	13,364	896	1,945	2,831	3,463	49
Hamilton	52,108	12,433	9,569	7,513	10,439	87
Ironton	16,600	2,593	1,561	1,942	3,854	34
Kenmore	.....	.....	644	In Akron	5,000	9
Lakewood	69,811	28,079	294	In Cleveland	14,512	28
Lancaster	18,653	3,947	2,179	3,152	4,024	36
Lima	42,217	891	4,623	8,463	11,634	90
Lorain	44,483	7,188	.....	5,094	10,512	.....
Mansfield	33,434	5,610	4,998	6,627	7,927	93
Marietta	14,244	−896	884	2,880	3,732	43
Marion	31,005	3,114	4,149	5,699	8,146	52
Martin's Ferry	14,525	2,891	2,791	1,251	3,854	31
Massillon	26,475	9,047	1,468	3,102	6,512	48
Middletown	29,843	6,249	6,992	3,308	7,781	52
New Philadelphia	12,361	1,643	1,131	2,220	2,976	29
Newark	30,471	3,753	4,707	5,448	7,463	68
Niles	16,313	3,233	3,156	1,521	4,171	35
Norwood	33,367	8,401	5,801	In Cincinnati	7,512	53
Piqua	15,997	953	3,302	1,953	3,951	43
Portsmouth	42,536	9,525	6,100	6,816	9,707	59
Salem	10,607	302	2,177	1,807	2,732	31
Sandusky	24,631	1,734	2,746	3,637	6,049	83
Springfield	68,406	7,566	10,034	8,107	17,122	169
Steubenville	35,418	6,910	4,512	4,179	7,951	39
Tiffin	16,395	2,020	2,067	2,837	3,854	51
Toledo	290,803	47,639	37,209	30,975	72,000	571
Warren	41,054	14,004	3,228	4,380	8,805	55
Youngstown	170,004	37,646	19,215	13,430	40,171	148
Zanesville	36,382	6,813	2,686	5,626	7,463	64
OKLAHOMA	2,391,777	363,494	26,333	144,199	518,261	1,282
Ardmore	15,741	1,580	192	2,456	3,848	29
Bartlesville	14,760	343	72	2,086	4,348	14
Chickasha	14,019	3,840	450	1,703	2,213	15
Enid	26,331	9,755	245	3,595	4,000	25
Guthrie	.....	.....	131	1,569	2,565	16
McAlester	11,782	−313	154	1,406	4,629	18
Muskogee	32,006	1,729	1,211	5,339	7,065	50
Oklahoma City	185,383	94,088	3,544	16,098	19,847	185
Okmulgee	18,014	584	.....	3,044	5,783	.....
Sapulpa	10,534	−1,100	396	2,059	3,174	14
Shawnee	23,276	7,928	819	2,266	3,761	21
Tulsa	141,281	69,206	1,678	14,656	29,543	124

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Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
OREGON	952,601	169,302	59,579	95,426	228,205	1,908
Astoria	9,949	−4,078	731	1,601	4,359	39
Eugene	18,893	8,300	682	2,793	2,949	42
Portland	301,890	43,602	20,077	42,264	66,228	861
Salem	18,299	620	1,687	3,679	5,154	55
PENNSYLVANIA	9,640,802	930,785	999,460	731,249	2,162,222	17,298
Allentown	92,052	18,550	16,321	6,345	21,022	247
Altoona	81,503	21,172	10,452	9,786	14,889	56
Ambridge Borough	20,201	7,471	.....	803	3,956	.....
Beaver Falls Borough	17,140	4,338	2,626	2,075	2,933	48
Berwick Borough	12,674	493	.....	927	3,178	.....
Bethlehem	57,773	7,415	.....	5,127	14,311	.....
Braddock Borough	19,332	−1,547	1,018	1,689	4,867	26
Bradford	18,875	3,350	1,590	3,542	3,511	45
Bristol Borough	11,800	1,527	1,706	610	2,889	19
Butler	23,578	−200	2,618	4,396	5,667	52
Canonsburg Borough	12,540	1,908	3,035	1,273	3,111	14
Carbondale	20,036	1,396	1,112	1,083	4,378	21
Carlisle Borough	12,692	1,776	2,364	1,247	2,556	37
Carnegie Borough	12,501	985	341	954	2,778	17
Carrick Borough	.....	.....	.....	In Pittsburgh	2,978	.....
Chambersburg Borough	13,813	642	1,562	953	3,133	40
Charleroi Borough	11,245	−271	1,145	1,046	2,844	15
Chester	58,963	933	9,307	4,008	15,644	92
Coatesville	14,525	10	.....	1,476	3,733	.....
Columbia Borough	11,353	517	2,557	829	2,408	44
Connellsville	13,285	−519	1,079	1,687	3,200	30
Dickson City	12,395	1,346	527	In Scranton	2,711	8
Donora Borough	13,883	−248	.....	648	3,911	.....
Du Bois	11,593	−2,088	883	1,842	3,200	22
Dunmore Borough	22,595	2,345	.....	In Scranton	4,889	82
Duquesne	21,396	2,385	.....	943	4,711	248
Easton	34,328	515	4,500	5,396	8,311	31
Erie	115,922	22,550	13,885	12,264	20,749	161
Farrell Borough	14,359	−1,227	.....	806	4,267	.....
Greensburg Borough	16,387	1,354	344	3,544	3,600	31
Harrisburg	80,284	4,367	8,264	12,034	18,800	161
Hazleton	39,078	6,801	4,330	2,431	8,178	55
Homestead Borough	20,156	−296	326	1,841	4,800	23
Jeannette Borough	15,167	4,540	3,640	879	3,533	21
Johnstown	66,983	−344	14,503	9,587	16,444	109
Lancaster	60,596	7,446	8,500	8,817	12,689	215
Lebanon	25,568	925	6,017	2,391	5,622	84
McKees Rocks Borough	18,116	1,403	3,402	2,275	4,067	22
McKeesport	54,631	7,850	.....	6,121	11,000	.....
Mahoney City Borough	14,801	−798	235	453	3,467	13
Meadville	16,595	2,027	2,636	2,200	3,511	32
Monessen	20,260	2,081	5,280	1,147	4,844	21
Mount Carmel Borough	17,963	494	805	673	3,882	16
Nanticoke Borough	26,034	3,420	1,197	927	5,478	15
New Castle	48,705	3,767	7,889	7,990	11,267	52
New Kensington Borough	16,742	4,755	3,623	1,718	3,311	23
Norristown Borough	35,837	3,518	3,433	4,380	7,844	69
North Braddock Borough	16,784	1,856	.....	In Braddock	3,778	.....
Oil City	22,048	774	1,696	3,419	5,244	26
Old Forge Borough	12,660	423	.....	In Scranton	2,844	.....
Olyphant Borough	10,736	500	554	180	2,644	8
Philadelphia	1,964,430	140,651	246,680	171,132	446,156	5,636
Phoenixville Borough	12,046	1,562	2,219	944	2,330	26
Pittsburgh	669,742	81,399	65,414	103,451	141,578	1,320
Pittston	18,250	−247	662	3,847	4,444	22
Plymouth Borough	16,546	46	431	797	3,667	15
Pottstown Borough	19,424	1,993	4,701	2,201	4,156	58
Pottsville	19,424	1,993	2,644	2,614	5,111	57
Punxsutawney Borough	9,260	−1,051	270	1,354	2,489	22
Reading	110,289	2,505	27,247	10,488	25,244	370
Scranton	143,428	5,645	12,578	17,652	31,800	230
Shamokin	20,275	−929	.....	2,073	4,844	.....
Sharon	25,863	4,116	2,888	3,650	5,667	32
Shenandoah Borough	21,716	−3,010	804	728	5,495	.....

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Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
PENNSYLVANIA—*Cont'd*						
Steelton Borough	13,285	−143	.....	504	2,985	26
Sunbury	15,626	−95	2,200	1,960	3,778	26
Swissvale Borough	16,033	5,125	.....	In Pittsburgh	2,956	.....
Tamaqua Borough	12,933	570	880	751	3,178	20
Uniontown	19,549	3,857	252	3,552	3,487	27
Warren Borough	14,835	563	2,165	2,696	3,400	50
Washington Borough	24,239	2,759	1,759	4,540	5,178	40
West Chester Borough	12,331	614	907	1,994	2,604	30
Wilkes-Barre	86,507	12,674	7,528	11,802	17,400	129
Wilkinsburg Borough	29,631	5,228	276	In Pittsburgh	6,222	23
Williamsport	45,695	9,497	7,808	6,010	9,578	105
Woodlawn Borough	.....	.....	.....	1,016	4,444	.....
York	55,237	7,725	12,906	841	10,978	218
RHODE ISLAND	687,020	82,623	120,346	68,447	160,000	1,595
Bristol Town	12,117	742	3,173	884	2,955	10
Central Falls	25,928	1,754	4,681	In Pawtucket	5,841	58
Cranston	43,914	14,507	2,873	In Providence	8,091	33
Cumberland Town	10,304	227	.....	.....	2,341	.....
East Providence Town	30,252	8,459	1,137	In Providence	6,159	18
Newport	27,430	−2,825	916	3,351	6,309	37
Pawtucket	77,203	12,955	21,213	9,320	16,136	228
Providence	252,243	14,648	41,207	38,038	62,455	806
Warwick Town	23,159	9,678	.....	.....	4,409	.....
West Warwick Town	17,697	2,236	2,765	.....	4,273	20
Woonsocket	49,585	6,089	13,460	4,133	11,614	150
SOUTH CAROLINA	1,732,271	48,547	100,144	34,287	384,375	1,134
Anderson	14,130	3,560	1,171	1,184	2,333	21
Charleston	62,123	−5,834	2,742	4,074	15,438	67
Columbia	50,195	12,671	3,829	4,056	8,708	67
Florence	14,655	3,687	.....	1,085	2,833	.....
Greenville	29,081	5,954	1,849	2,790	5,854	45
Spartanburg	28,643	6,005	2,049	2,235	5,438	48
SOUTH DAKOTA	690,755	54,208	5,151	65,060	154,667	504
Aberdeen	16,338	1,801	553	3,310	3,356	35
Sioux Falls	33,360	8,158	1,971	5,342	6,933	75
TENNESSEE	2,608,759	270,874	107,645	112,962	552,222	2,162
Chattanooga	119,539	61,644	15,835	9,680	16,044	177
Jackson	22,361	3,501	1,405	2,256	4,467	42
Johnson City	25,073	12,631	1,686	875	3,267	39
Knoxville	105,797	27,979	14,642	6,896	21,956	187
Memphis	252,049	89,698	9,988	23,264	39,267	294
Nashville	153,153	34,811	10,549	17,654	30,444	224
TEXAS	5,821,272	1,158,044	106,792	296,805	1,173,261	3,606
Abilene	23,129	12,855	159	2,163	2,283	22
Amarillo	43,107	27,613	367	3,116	3,957	22
Austin	53,118	18,242	762	5,443	8,304	54
Beaumont	67,483	17,061	1,507	4,522	11,413	73
Brownsville	21,944	10,153	170	554	2,739	25
Cleburne	11,539	−1,281	.....	1,588	3,130	.....
Corpus Christi	27,789	17,267	109	1,399	2,630	20
Corsicana	15,195	3,839	465	2,016	2,467	16
Dallas	260,397	101,421	9,412	31,576	44,109	372
Del Rio	11,676	1,087	.....	683	2,519	.....
Denison	13,851	−3,214	646	1,812	4,217	15
El Paso	101,975	24,415	4,144	6,677	23,739	127
Fort Worth	160,892	54,410	6,968	16,111	34,609	212
Galveston	53,427	9,172	1,337	6,823	10,674	72
Greenville	12,407	23	285	1,945	3,217	20
Houston	289,579	151,303	9,007	25,773	30,060	225
Laredo	32,716	10,006	347	1,437	6,087	27
Marshall	16,193	1,922	1,626	1,683	3,522	16
Palestine	11,429	390	534	1,069	2,500	10
Paris	15,406	366	779	1,949	3,848	34
Port Arthur	50,067	27,816	181	2,824	7,174	19
Ranger	.....	.....	.....	387	3,523	.....

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Population figures taken from 1930 Preliminary Census

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TEXAS—*Cont'd*						
San Angelo	25,304	15,254	216	1,807	2,185	25
San Antonio	254,562	93,183	5,440	19,110	44,500	285
Sherman	15,636	605	840	1,925	3,652	27
Temple	15,332	4,299	403	1,485	2,413	25
Texarkana	16,602	5,122	1,061	2,182	2,804	30
Tyler	17,069	5,004	2,231	1,601	2,870	18
Waco	52,825	14,325	1,500	6,421	9,739	84
Wichita Falls	43,614	3,535	1,326	4,589	8,713	45
UTAH	502,582	53,186	15,077	35,490	113,478	517
Ogden	40,243	7,439	2,353	5,235	8,174	66
Provo	14,753	4,450	475	1,290	2,457	22
Salt Lake City	140,184	22,074	4,898	18,190	29,000	202
VERMONT	359,092	6,664	27,563	38,161	85,958	951
Barre	11,211	1,203	1,886	1,516	2,441	121
Burlington	24,720	1,941	1,759	3,598	5,927	62
Rutland	17,295	2,341	1,589	2,635	3,878	36
VIRGINIA	2,418,075	108,888	112,135	93,063	530,417	2,553
Alexandria	24,185	6,125	1,007	1,569	3,854	26
Charlottesville	15,154	4,466	465	1,394	2,354	23
Danville	22,236	697	3,060	2,617	4,833	32
Lynchburg	40,559	10,489	4,893	4,369	8,021	55
Newport News	34,285	−1,311	6,010	1,924	10,167	32
Norfolk	127,808	12,031	5,429	12,984	36,271	181
Petersburg	28,487	−2,525	3,408	2,536	7,583	78
Portsmouth	45,353	−9,034	2,759	2,915	12,479	44
Richmond	182,883	11,216	18,137	21,487	39,396	301
Roanoke	69,096	18,254	6,998	7,714	12,896	78
Staunton	11,912	1,289	398	1,429	2,215	24
WASHINGTON	1,561,967	205,346	105,893	160,430	390,500	3,216
Aberdeen	21,718	6,381	3,276	2,480	4,075	53
Bellingham	30,602	5,017	2,722	4,431	6,575	76
Everett	30,498	2,854	4,600	4,339	7,400	96
Hoquiam	12,475	2,417	2,795	1,571	2,825	29
Seattle	365,518	50,206	19,220	55,745	78,921	1,005
Spokane	116,010	11,573	6,098	17,778	27,250	261
Tacoma	106,885	9,920	12,315	14,078	26,450	289
Vancouver	15,759	3,122	1,148	1,901	3,725	32
Walla Walla	15,725	222	318	2,757	3,876	35
Yakima	22,100	3,561	918	3,792	5,775	51
WEST VIRGINIA	1,728,510	264,809	80,700	72,376	360,851	1,395
Bluefield	19,379	4,097	1,272	2,423	4,213	16
Charleston	60,411	20,803	1,248	7,123	10,787	72
Clarksburg	28,863	994	2,762	4,433	6,574	48
Fairmont	23,016	5,165	1,761	3,456	4,574	35
Huntington	75,575	25,398	7,398	6,506	13,851	109
Martinsburg	14,855	2,340	2,867	1,350	2,915	21
Morgantown	16,169	4,042	987	2,746	3,000	35
Moundsville	14,387	3,718	1,040	898	2,511	21
Parkersburg	29,605	9,555	2,409	1,576	4,574	56
Wheeling	61,752	5,544	7,856	6,670	11,959	137
WISCONSIN	2,930,282	298,215	247,341	303,036	663,182	7,262
Appleton	25,262	5,701	2,705	4,602	4,864	67
Ashland	10,623	−711	578	1,362	2,576	20
Beloit	23,609	2,325	5,032	4,016	5,773	34
Eau Claire	26,337	5,431	2,890	3,806	5,136	64
Fond du Lac	26,362	2,935	3,341	5,143	6,023	67
Green Bay	37,353	6,336	3,880	5,367	7,932	83
Janesville	21,507	3,214	2,671	4,059	4,818	52
Kenosha	49,844	9,372	11,994	3,969	11,977	54
La Crosse	38,687	8,266	4,731	6,489	6,914	112
Madison	57,815	19,437	4,286	8,949	10,818	100
Manitowoc	22,976	5,413	3,338	3,182	5,136	61
Marinette	13,734	124	1,633	1,642	3,093	35
Milwaukee	572,557	115,410	77,432	65,792	117,523	1,445

Population of States and Selected Cities

Population figures taken from 1930 Preliminary Census

	Population Census 1930	Increase Over 1920 Census	Average Number of Wage Earners 1925	Families With Telephones	Number of Families	Number of Manufacturing Establishments
WISCONSIN—*Cont'd*						
Oshkosh	40,075	6,913	6,911	5,343	7,545	117
Racine	67,515	8,922	11,102	7,037	15,773	182
Sheboygan	39,249	8,294	6,534	5,166	7,728	108
Stevens Point	13,622	2,251	1,101	1,608	3,000	32
Superior	36,100	−3,671	2,297	4,887	9,016	61
Waukesha	17,174	4,616	1,877	2,768	3,432	46
Wausau	23,757	5,096	2,926	2,801	4,614	60
West Allis	34,617	21,142	7,164	In Milwaukee	4,364	43
WYOMING	234,597	26,277	6,333	14,013	60,250	224
Casper	16,610	5,163	.....	2,765	4,454	.....
Cheyenne	17,213	3,384	1,033	2,061	3,925	25

Population of Principal Canadian Cities

(Dominion Bureau of Statistics—1928)

	Area Acres	Population	Tax Values		Area Acres	Population	Tax Values
Prince Edw. Island†	.....	85,800	.....	Ontario—*Cont.*			
Charlottetown	836	11,372	$ 7,609,696	Kingston	2,641	21,365	16,387,986
				Peterborough	2,827	21,768	22,949,395
Nova Scotia†	.....	553,900	.....	Guelph	3,104	19,202	13,373,533
Halifax*	4,400	58,372	44,196,300	Niagara Falls	1,655	19,013	17,520,377
Sydney*	3,730	22,545	12,582,095	Stratford	2,835	18,208	14,783,078
Glace Bay*	6,200	17,007	4,995,521	Port Arthur	8,700	18,305	21,127,605
New Glasgow**	2,640	11,500	5,678,125	Oshawa	3,356	20,609	13,390,435
Amherst**	2,500	10,000	4,060,025	St. Thomas	1,800	16,743	16,392,353
				Sarnia	1,770	16,544	17,280,315
New Brunswick†	.....	423,400	.....	Chatham	1,650	15,509	13,284,643
St. John††	13,440	60,000	51,004,300	North Bay	2,100	14,683	8,998,482
Moncton	2,093	20,586	23,080,512	Ford City	1,677	13,531	21,392,086
Fredericton*	17,360	8,114	8,095,389	Belleville	1,800	13,018	9,644,907
				Galt	1,600	12,977	10,975,682
Quebec†	.....	2,734,600	.....	Owen Sound	2,909	12,368	8,712,148
Montreal	32,155	1,032,385	868,542,118	Timmins	740	11,855	6,838,972
Quebec	6,380	135,000	107,535,567	Woodstock	1,525	10,195	7,018,787
Verdun	1,426	51,140	31,609,680	Welland	1,100	10,085	9,364,645
Three Rivers	2,560	39,000	21,146,100	Brockville	1,374	9,322	6,954,600
Hull	4,000	27,589	21,427,545				
Sherbrooke	3,104	27,303	23,729,251	Manitoba†	.....	671,500	.....
Outremont	975	25,000	35,584,593	Winnipeg	15,961	202,377	236,036,005
Westmount	976	24,000	65,176,281	Brandon**	5,760	17,123	14,042,357
Lachine	2,996	17,867	23,941,563	St. Boniface	11,641	15,518	10,701,324
Shawinigan Falls	1,280	13,232	20,983,495	Portage la Prairie	5,691	6,417	4,495,755
St. Hyacinthe	1,091	12,800	6,495,070				
Chicoutimi	1,200	11,720	7,167,800				
Levis	2,222	11,084	5,711,899	Saskatchewan†	.....	882,000	.....
Joliette	1,288	10,805	5,364,038	Regina	8,408	44,500	41,351,343
Valleyfield	358	10,007	4,360,000	Saskatoon	8,480	36,000	29,996,498
Jonquiere	1,800	10,500	4,025,824	Moose Jaw	9,760	20,000	20,743,070
St. Jean	1,331	11,631	7,470,700	Prince Albert	9,713	8,150	5,987,096
Ontario‡ †	.....	3,313,000	.....	Alberta†	.....	660,000	.....
Toronto	17,830	569,899	923,685,523	Calgary**	25,920	80,000	55,868,548
Hamilton	6,789	127,447	153,620,270	Edmonton**	28,200	70,000	60,339,970
Ottawa	4,120	120,799	146,003,549	Lethbridge*	6,944	12,750	8,981,830
London	7,212	66,132	77,824,099	Medicine Hat*	10,880	10,500	9,797,205
Windsor	3,131	66,893	73,936,809				
Brantford	3,159	28,903	27,126,163	British Columbia†	.....	597,000	.....
Kitchener	2,996	26,709	23,092,190	Vancouver	28,500	230,000	333,269,625
Fort William	9,865	23,544	30,575,840	Victoria	4,637	38,750	55,046,017
St. Catherines	1,860	23,327	22,350,125	New Westminster	3,481	18,025	19,992,722
Sault Ste. Marie	4,900	22,176	18,864,316	Nanaimo	720	8,900	5,888,603

*Census 1921. **For the year 1925. ††Estimated Population.
‡Population 1927 except Owen Sound. †1930 Estimates.

County Population and Principal Centers

Preliminary 1930 Census

ALABAMA

County	Principal Center	Population 1930
Autauga (Prattville)		19,685
Baldwin (Bay Minette)		28,282
Barbour (Eufaula)		32,505
Bibb (West Blocton)		20,886
Blount (Oneonta)		28,003
Bullock (Union Springs)		20,250
Butler (Greenville)		30,206
Calhoun (Anniston)		55,582
Chambers (Lanett)		39,306
Cherokee (Center)		20,219
Chilton (Clanton)		24,683
Choctaw (Riderwood)		20,513
Clarke (Jackson)		26,147
Clay (Ashland)		17,769
Cleburne (Heflin)		12,877
Coffee (Enterprise)		32,663
Colbert (Sheffield)		29,799
Conecuh (Evergreen)		25,423
Coosa (Goodwater)		12,468
Covington (Andalusa)		41,459
Crenshaw (Luverne)		23,651
Cullman (Cullman)		41,341
Dale (Ozark)		23,167
Dallas (Selma)		55,092
De Kalb (Fort Payne)		40,094
Elmore (Tallassee)		34,295
Escambia (Brewton)		27,891
Etowah (Gadsden)		63,377
Fayette (Fayette)		18,433
Franklin (Russellville)		25,372
Geneva (Samson)		30,119
Greene (Eutaw)		19,765
Hale (Greensboro)		26,261
Henry (Abbeville)		22,833
Houston (Dothan)		45,920
Jackson (Bridgeport)		36,780
Jefferson (Birmingham)		429,301
Lamar (Sulligent)		18,001
Lauderdale (Florence)		41,128
Lawrence (Moulton)		26,941
Lee (Phoenix City)		36,064
Limestone (Athens)		36,830
Lowndes (Fort Deposit)		22,811
Macon (Tuskegee)		27,065
Madison (Huntsville)		65,373
Marengo (Demopolis)		36,417
Marion (Winfield)		25,967
Marshall (Gunthersville)		39,698
Mobile (Mobile)		118,392
Monroe (Monroeville)		30,068
Montgomery (Mont.)		97,933
Morgan (Albany)		46,166
Perry (Marion)		26,382
Pickens (Reform)		24,896
Pike (Troy)		32,235
Randolph (Roanoke)		26,859
Russell (Girard)		27,380
St. Clair (Pell City)		24,504
Shelby (Columbiana)		27,532
Sumter (York)		26,805
Talladega (Talladega)		45,251
Tallapoosa (Alexander C.)		31,193
Tuscaloosa (Tuscaloosa)		64,718
Walker (Jasper)		59,429
Washington (Chatom)		16,366
Wilcox (Camden)		24,880
Winston (Haleyville)		15,596

ARIZONA

County	Principal Center	Population 1930
Apache (St. Johns)		17,766
Cochise (Douglas)		40,997
Coconino (Flagstaff)		14,052
Gila (Globe)		31,010
Graham (Safford)		10,061
Greenlee (Clifton)		9,891
Maricopa (Phoenix)		150,870
Mohave (Kingman)		5,572
Navajo (Winslow)		21,190
Pima (Tucson)		55,123
Pinal (Florence)		23,321
Santa Cruz (Nogales)		9,652
Yavapai (Prescott)		28,511
Yuma (Yuma)		17,817

ARKANSAS

County	Principal Center	Population 1930
Arkansas (Stuttgart)		22,286
Ashley (Crossett)		25,150
Baxter (Cotter)		9,519
Benton (Rogers)		35,326
Boone (Harrison)		14,937
Bradley (Warren)		17,490
Calhoun (Thornton)		9,752
Carroll (Eureka Springs)		15,816
Chicot (Dermott)		22,546
Clark (Arkadelphia)		24,918
Clay (Piggott)		27,282
Cleburne (Heber Springs)		11,373
Cleveland (Rison)		12,744
Columbia (Magnolia)		27,317
Conway (Morrillton)		21,979
Craighead (Jonesboro)		44,738
Crawford (Van Buren)		22,551
Crittenden (Earle)		39,723
Cross (Wynne)		25,724
Dallas (Fordyce)		14,670
Desha (McGehee)		21,815
Drew (Monticello)		19,796
Faulkner (Conway)		28,302
Franklin (Ozark)		15,743
Fulton (Salem)		10,826
Garland (Hot Springs)		35,903
Grant (Sheridan)		9,834
Greene (Paragould)		26,125
Hempstead (Hope)		30,769
Hot Spring (Malvern)		17,699
Howard (Nashville)		17,489
Independence (Batesville)		24,225
Izard (Melbourne)		12,872
Jackson (Newport)		27,941
Jefferson (Pine Bluff)		64,154
Johnson (Clarksville)		19,290
Lafayette (Stamps)		17,024
Lawrence (Walnut Ridge)		21,653
Lee (Marianna)		26,639
Lincoln (South Bend)		20,252
Little River (Ashdown)		15,437
Logan (Booneville)		24,109
Lonoke (England)		33,740
Madison (Huntsville)		13,336
Marion (Yellville)		8,876
Miller (Texarkana)		30,548
Mississippi (Blytheville)		69,870
Monroe (Brinkley)		20,649
Montgomery (Mt. Ida)		10,768
Nevada (Prescott)		20,390
Newton (Jasper)		10,546
Ouachita (Camden)		29,886
Perry (Perryville)		7,696
Phillips (Helena)		40,723
Pike (Glenwood)		11,792
Poinsett (Truman)		30,072
Polk (Mena)		14,885
Pope (Russellville)		26,546
Prairie (Desarc)		15,132
Pulaski (Little Rock)		137,495
Randolph (Pocahontas)		16,908
St. Francis (Forrest City)		33,333
Saline (Benton)		15,658
Scott (Waldron)		11,773
Searcy (Leslie)		11,056
Sebastian (Fort Smith)		54,432
Sevier (DeQueen)		16,317
Sharp (Evening Shade)		10,715
Stone (Mountain View)		7,994
Union (El Dorado)		55,773
Van Buren (Clinton)		11,963
Washington (Fayetteville)		39,237
White (Searcy)		38,138
Woodruff (Augusta)		22,682
Yell (Dardanelle)		21,314

CALIFORNIA

County	Principal Center	Population 1930
Alameda (Oakland)		475,178
Alpine (Markleyville)		236
Amador (Jackson)		8,494
Butte (Chico)		34,010
Calaveras (San Andreas)		6,009
Colusa (Colusa)		10,257
Contra Costa (Richmond)		78,554
Del Norte (Crescent City)		4,734
Eldorado (Placerville)		8,311
Fresno (Fresno)		144,369
Glenn (Willows)		10,935
Humboldt (Eureka)		43,189
Imperial (Calexico)		60,894
Inyo (Bishop)		6,604
Kern (Bakersfield)		82,219
Kings (Hanford)		25,275
Lake (Lakeport)		7,166
Lassen (Westwood)		12,587
Los Angeles (Los A.)		2,202,131
Madera (Madera)		17,152
Marin (San Rafael)		41,635
Mariposa (Mariposa)		2,530
Mendocino (Fort Bragg)		23,491
Merced (Merced)		36,900
Modoc (Alturas)		8,038
Mono (Bridgeport)		1,355
Monterey (Monterey)		53,668
Napa (Napa)		22,832
Nevada (Grass Valley)		10,597
Orange (Santa Ana)		118,611
Placer (Roseville)		24,442
Plumas (Quincy)		7,909
Riverside (Riverside)		82,266
Sacramento (Sacram'to)		141,915
San Benito (Hollister)		11,310
San Bernardino (San B.)		133,878
San Diego (San Diego)		209,477
San Francisco (San F.)		637,212
San Joaquin (Stockton)		102,805
San Luis Obispo (S.L.O.)		29,617
San Mateo (San Mateo)		77,135
Santa Barbara (San. B.)		65,075
Santa Clara (San Jose)		144,921
Santa Cruz (Santa Cruz)		37,405
Shasta (Redding)		13,925
Sierra (Downieville)		2,419
Siskiyou (Dunsmuir)		25,505
Solano (Vallejo)		40,831
Sonoma (Santa Rosa)		62,248
Stanislaus (Modesto)		56,263
Sutter (Yuba City)		14,618
Tehama (Red Bluff)		13,839
Trinity (Weaverville)		2,811
Tulare (Visalia)		77,465
Tuolumne (Sonora)		9,235
Ventura (Oxnard)		54,577
Yolo (Woodland)		23,618
Yuba (Marysville)		11,327

County Population and Principal Centers

COLORADO

County	Principal Center	Population 1930
Adams (Brighton)		20,212
Alamosa (Alamosa)		8,635
Arapahoe (Englewood)		22,614
Archuleta (Pagosa Sprs.)		3,198
Baca (Springfield)		10,568
Bent (Las Animas)		9,155
Boulder (Boulder)		32,429
Chaffee (Salida)		8,111
Cheyenne (Cheyenne W'ls)		3,729
Clear Creek (Idaho Sprs.)		2,152
Conejos (Antonito)		9,794
Costilla (San Luis)		5,779
Crowley (Ordway)		5,934
Custer (Silver Cliff)		2,123
Delta (Delta)		14,214
Denver (Denver)		287,644
Dolores (Rico)		1,413
Douglas (Castle Rock)		3,491
Eagle (Red Cliff)		3,891
Elbert (Kiowa)		6,581
El Paso (Colo. Sprgs.)		49,536
Fremont (Canon City)		18,893
Garfield (Glenwood Spgs.)		9,928
Gilpin (Central City)		1,208
Grand (Hot Sulphur Spgs.)		2,072
Gunnison (Gunnison)		5,524
Hinsdale (Lake City)		449
Huerfano (Walsenburg)		17,058
Jackson (Walden)		1,386
Jefferson (Golden)		21,666
Kiowa (Eads)		3,789
Kit Carson (Burlington)		9,714
Lake (Leadville)		4,892
La Plata (Durango)		12,865
Larimer (Fort Collins)		32,832
Las Animas (Trinidad)		36,316
Lincoln (Limon)		7,774
Logan (Sterling)		19,871
Mesa (Grand Junction)		25,897
Mineral (Creede)		640
Moffat (Craig)		4,860
Montezuma (Mancos)		7,973
Montrose (Montrose)		11,693
Morgan (Fort Morgan)		18,575
Otero (La Junta)		24,243
Ouray (Ouray)		1,778
Park (Fair Play)		2,043
Phillips (Holyoke)		5,798
Pitkin (Aspen)		1,770
Prowers (Lamar)		14,761
Pueblo (Pueblo)		66,032
Rio Blanco (Meeker)		2,979
Rio Grande (Monte Vista)		9,948
Routt (Steamboat Spr.)		9,330
Saguache (Saguache)		6,214
San Juan (Silverton)		1,930
San Miguel (Telluride)		2,178
Sedgwick (Julesburg)		5,568
Summit (Breckenridge)		981
Teller (Cripple Creek)		4,134
Washington (Akron)		9,591
Weld (Greeley)		65,075
Yuma (Wray)		13,612

CONNECTICUT

County	Principal Center	Population 1930
Fairfield (Bridgeport)		384,272
Hartford (Hartford)		420,776
Litchfield (Torrington)		86,192
Middlesex (Middletown)		51,329
New Haven (New H.)		460,984
New London (New L.)		116,381
Tolland (Rockville)		28,301
Windham (Willimantic)		54,028

DELAWARE

County	Principal Center	Population 1930
New Castle (Dover)		159,585
Kent (Wilmington)		31,832
Sussex (Milford)		45,441

DISTRICT OF COLUMBIA

(Washington)		486,869

FLORIDA

County	Principal Center	Population 1930
Alachua (Gainesville)		33,966
Baker (Macclenny)		6,299
Bay (Millville)		12,090
Bradford (Starke)		9,339
Brevard (Cocoa)		13,271
Broward (Ft. Lauderdale)		19,739
Calhoun (Blountstown)		7,299
Charlotte (Punta Gordo)		4,012
Citrus (Inverness)		5,514
Clay (Green Cove Sprg.)		6,856
Collier (Everglade)		2,756
Columbia (Lake City)		14,636
Dade (Miami)		142,541
De Soto (Arcadia)		7,745
Dixie (Cross City)		6,419
Duval (Jacksonville)		155,160
Escambia (Pensacola)		53,408
Flagler (Bunnell)		2,466
Franklin (Apalachicola)		6,276
Gadsden (Quincy)		29,798
Gilchrist		4,139
Glades (Moore Haven)		2,692
Gulf (Wewshitchka)		3,182
Hamilton (Jasper)		9,454
Hardee (Wauchula)		10,348
Hendry (Labelle)		3,450
Hernando (Brooksville)		4,946
Highlands (Sebring)		9,188
Hillsborough (Tampa)		153,301
Holmes (Bonifay)		12,876
Indian River (Nero Bch)		6,729
Jackson (Marianna)		31,867
Jefferson (Monticello)		13,407
Lafayette (Mayo)		4,411
Lake (Leesburg)		23,136
Lee (Fort Myers)		14,974
Leon (Tallahassee)		23,522
Levy (Williston)		12,411
Liberty (Bristol)		4,067
Madison (Madison)		15,615
Manatee (Bradentown)		22,478
Marion (Ocala)		29,560
Martin (Stuart)		5,126
Monroe (Key West)		13,370
Nassau (Fernandina)		9,372
Okaloosa (Holt)		9,782
Okeechobee (Okeechobee)		4,099
Orange (Orlando)		49,702
Osceola (Kissimmee)		10,661
Palm Beach (W. P'm B.)		51,784
Pasco (Dade City)		10,581
Pinellas (St. Petersburg)		61,696
Polk (Lakeland)		72,120
Putnam (Palatka)		17,669
St. Johns (St. Augustine)		18,506
St. Lucie (Ft. Pierce)		7,003
Santa Rosa (Milton)		14,059
Sarasota (Sarasota)		12,417
Seminole (Sanford)		18,727
Sumter (Coleman)		10,635
Suwannee (Live Oak)		15,757
Taylor (Perry)		13,140
Union (Lake Butler)		7,400
Volusia (Daytona)		42,725
Wakulla (Crawfordville)		5,468
Walton (DeFuniak Spgs.)		16,649
Washington (Chipley)		12,178

GEORGIA

County	Principal Center	Population 1930
Appling (Baxley)		13,315
Atkinson (Willacooche)		6,894
Bacon (Alma)		7,055
Baker (Newton)		7,818
Baldwin (Milledgeville)		22,766
Banks (Maysville)		9,703
Barrow (Winder)		12,398
Bartow (Cartersville)		25,355
Ben Hill (Fitzgerald)		13,051
Berrien (Nashville)		14,654
Bibb (Macon)		77,068
Bleckley (Cochran)		9,131
Brantley (Nahunta)		6,895
Brooks (Quitman)		21,334
Bryan (Pembroke)		5,952
Bulloch (Statesboro)		26,497
Burke (Waynesboro)		29,225
Butts (Jackson)		9,345
Calhoun (Arlington)		10,577
Camden (St. Marys)		6,338
Campbell (Fairburn)		9,903
Candler (Metter)		8,998
Carroll (Carrollton)		34,266
Catoosa (Ringgold)		9,425
Charlton (Folkston)		4,381
Chatham (Savannah)		105,057
Chattahoochee (Cusseta)		8,888
Chattooga (Trion)		15,404
Cherokee (Canton)		20,204
Clarke (Athens)		25,609
Clay (Fort Gaines)		6,943
Clayton (Jonesboro)		10,260
Clinch (Homerville)		6,990
Cobb (Marietta)		35,539
Coffee (Douglas)		19,822
Colquitt (Moultrie)		30,620
Columbia (Harlem)		8,693
Cook (Adel)		11,309
Coweta (Newman)		25,125
Crawford (Knoxville)		7,020
Crisp (Cordele)		17,341
Dade (Trenton)		4,246
Dawson (Dawsonville)		3,512
Decatur (Bainbridge)		23,624
De Kalb (Decatur)		68,666
Dodge (Eastman)		21,599
Dooly (Vienna)		18,025
Dougherty (Albany)		22,288
Douglas (Douglasville)		9,461
Early (Blakely)		18,273
Echols (Statesville)		2,744
Effingham (Guyton)		10,169
Elbert (Elberton)		18,484
Emanuel (Swainsboro)		24,256
Evans (Claxton)		7,102
Fannin (McCaysville)		12,949
Fayette (Fayetteville)		8,660
Floyd (Rome)		48,646
Forsyth (Cumming)		10,719
Franklin (Royston)		16,002
Fulton (Atlanta)		310,794
Gilmer (Ellijay)		7,341
Glascock (Gibson)		4,390
Glynn (Brunswick)		19,399
Gordon (Calhoun)		16,942
Grady (Cairo)		19,197
Greene (Greensboro)		12,619
Gwinnett (Buford)		27,841
Habersham (Cornelia)		11,933

GEORGIA—*Cont.*

County	Principal Center	Population 1930
Hancock (Sparta)		13,070
Haralson (Tallapoosa)		13,243
Harris (Chipley)		11,140
Hart (Hartwell)		15,174
Heard (Franklin)		9,101
Henry (McDonough)		15,933
Houston (Fort Valley)		11,279
Irwin (Ocilla)		12,199
Jackson (Commerce)		21,609
Jasper (Monticello)		8,686
Jeff Davis (Hazelhurst)		8,117
Jefferson (Wadley)		20,727
Jenkins (Millen)		12,899
Johnson (Wrightsville)		12,682
Jones (Gray)		8,992
Lamar (Barnesville)		9,695
Lanier (Milltown)		5,190
Laurens (Dublin)		32,689
Lee (Leesburg)		8,328
Liberty (Hinesville)		8,604
Lincoln (Lincolnton)		7,846
Long (Ludowici)		4,180
Lowndes (Valdosta)		29,989
Lumpkin (Dahlonega)		4,927
McDuffie (Thomson)		9,018
McIntosh (Darien)		5,752
Macon (Montezuma)		16,695
Madison (Comer)		14,923
Marion (Buena Vista)		6,968
Meriwether (Manchester)		22,437
Miller (Colquitt)		9,074
Milton (Alpharetta)		6,722
Mitchell (Pelham)		23,617
Monroe (Forsyth)		11,606
Montgomery (Mt. Vernon)		10,019
Morgan (Madison)		12,487
Murray (Chattsford)		8,613
Muscogee (Columbus)		57,492
Newton (Covington)		17,291
Oconee (Watkinsville)		8,082
Oglethorpe (Crawford)		12,926
Paulding (Dallas)		12,325
Peach (Fort Valley)		10,268
Pickens (Nelson)		9,686
Pierce (Blackshear)		12,522
Pike (Barnesville)		10,853
Polk (Cedartown)		25,153
Pulaski (Hawkinsville)		9,004
Putnam (Eatonton)		8,364
Quitman (Georgtown)		3,820
Rabun (Clayton)		6,345
Randolph (Cuthbert)		17,173
Richmond (Augusta)		72,984
Rockdale (Conyers)		7,245
Schley (Ellaville)		5,341
Screven (Sylvania)		20,708
Seminole (Donalsonville)		7,399
Spalding (Griffin)		23,472
Stephens (Toccoa)		11,740
Stewart (Richland)		11,108
Sumter (Americus)		26,794
Talbot (Talbotton)		8,454
Taliaferro (Crawfordville)		6,172
Tattnall (Glennville)		15,505
Taylor (Reynolds)		10,789
Telfair (McRae)		14,997
Terrell (Dawson)		18,280
Thomas (Thomasville)		32,604
Tift (Tifton)		19,447
Toombs (Vidalia)		17,164
Towns (Hiawassee)		4,346
Treutlen (Soperton)		7,541
Troup (LaGrange)		36,748
St. Clair (E. St. Louis)		157,388

GEORGIA—*Cont.*

County	Principal Center	Population 1930
Turner (Ashburn)		11,196
Twiggs (Jeffersonville)		8,372
Union (Blairsville)		6,342
Upson (Thomaston)		19,514
Walker (Lafayette)		26,200
Walton (Monroe)		21,114
Ware (Waycross)		26,555
Warren (Warrenton)		11,181
Washington (Sandersville)		25,028
Wayne (Jesup)		12,647
Webster (Preston)		5,033
Wheeler (Glenwood)		9,149
White (Cleveland)		6,056
Whitfield (Dalton)		20,786
Wilcox (Abbeville)		13,440
Wilkes (Washington)		15,944
Wilkinson (Gordon)		10,846
Worth (Sylvester)		21,093

IDAHO

County	Principal Center	Population 1930
Ada (Boise)		37,932
Adams (Council)		2,853
Bannock (Pocatello)		31,256
Bear Lake (Paris)		7,865
Benewah (St. Maries)		6,370
Bingham (Blackfoot)		16,447
Blaine (Hailey)		3,772
Boise (Idaho City)		1,849
Bonner (Sandpoint)		13,148
Bonneville (Idaho Falls)		19,632
Boundary (Bonners Ferry)		4,544
Butte (Arco)		1,934
Camas (Fairfield)		1,409
Canyon (Nampa)		30,984
Caribou (Soda Springs)		2,120
Cassia (Burley)		13,052
Clark (Dubois)		1,122
Clearwater (Elk River)		6,596
Custer (Mackay)		3,145
Elmore (Mtn. Home)		4,465
Franklin (Preston)		9,376
Fremont (St. Anthony)		9,923
Gem (Emmett)		7,410
Gooding (Gooding)		7,571
Idaho (Grangeville)		10,104
Jefferson (Rigby)		9,271
Jerome (Jerome)		8,361
Kootenai (Coeur d'Alene)		19,557
Latah (Moscow)		17,670
Lemhi (Salmon)		4,613
Lewis (Winchester)		5,229
Lincoln (Shoshone)		3,234
Madison (Rexburg)		8,357
Minidoka (Rupert)		8,457
Nez Perce (Lewiston)		20,884
Oneida (Malad)		5,870
Owyhee (Silver City)		3,952
Payette (Payette)		7,205
Power (American Falls)		4,454
Shoshone (Kellogg)		19,055
Teton (Driggs)		3,573
Twin Falls (Twin Falls)		29,807
Valley (Cascade)		3,451
Washington (Weiser)		7,958

ILLINOIS

County	Principal Center	Population 1930
Adams (Quincy)		62,766
Alexander (Cairo)		22,543
Bond (Greenville)		14,427
Boone (Belvidere)		15,069
Brown (Mt. Sterling)		7,896
Bureau (Spring Valley)		39,094
Calhoun (Hardin)		8,033
Hall (Gainesville)		30,210

ILLINOIS—*Cont.*

County	Principal Center	Population 1930
Carroll (Savanna)		18,432
Cass (Beardstown)		16,544
Champaign (Champaign)		64,243
Christian (Pana)		37,498
Clark (Marshall)		17,848
Clay (Flora)		16,137
Clinton (Breese)		21,544
Coles (Mattoon)		38,297
Cook (Chicago)		3,972,528
Crawford (Robinson)		20,976
Cumberland (Greenup)		10,316
De Kalb (De Kalb)		32,629
De Witt (Clinton)		18,559
Douglas (Tuscola)		17,903
Du Page (Elmhurst)		85,388
Edgar (Paris)		25,948
Edwards (Albion)		8,303
Effingham (Effingham)		18,996
Fayette (Vandalia)		23,863
Ford (Paxton)		15,479
Franklin (W. Frankfort)		59,432
Fulton (Canton)		44,077
Gallatin (Shawneetown)		10,088
Greene (White Hall)		20,411
Grundy (Morris)		18,665
Hamilton (McLeansboro)		12,949
Hancock (Carthage)		26,414
Hardin (Rosiclare)		6,954
Henderson (Oquawka)		8,775
Henry (Kewanee)		43,626
Iroquis (Watseka)		32,108
Jackson (Murphysboro)		28,004
Jasper (Newton)		12,801
Jefferson (Mt. Vernon)		31,008
Jersey (Jerseyville)		12,554
Jo Daviess (Galena)		20,236
Johnson (Vienna)		10,203
Kane (Aurora)		125,258
Kankakee (Kankakee)		50,077
Kendall (Plano)		10,549
Knox (Galesburg)		51,188
Lake (Waukegan)		103,397
La Salle (Streator)		97,696
Lawrence (Lawrenceville)		21,867
Lee (Dixon)		32,306
Livingston (Pontiac)		39,080
Logan (Lincoln)		28,848
McDonough (Macomb)		27,079
McHenry (Woodstock)		35,061
McLean (Bloomington)		73,087
Macon (Decatur)		81,674
Macoupin (Staunton)		48,705
Madison (Alton)		143,132
Marion (Centralia)		35,604
Marshall (Toluca)		13,024
Mason (Havana)		15,101
Massac (Metropolis)		14,071
Menard (Petersburg)		10,556
Mercer (Aledo)		16,505
Monroe (Waterloo)		12,369
Montgomery (Litchfield)		35,268
Morgan (Jacksonville)		34,207
Moultrie (Sullivan)		13,245
Ogle (Rochelle)		28,109
Peoria (Peoria)		141,639
Perry (Duquoin)		22,830
Piatt (Monticello)		15,589
Pike (Pittsfield)		24,352
Pope (Golconda)		8,079
Pulaski (Mound City)		14,823
Putnam (Granville)		5,235
Randolph (Sparta)		29,336
Richland (Olney)		14,050
Rock Island (Rock Island)		97,869

ILLINOIS—*Cont.*

County	Principal Center	Population 1930
Saline (Harrisburg)		37,078
Sangamon (Springfield)		111,800
Schuyler (Rushville)		11,674
Scott (Winchester)		8,540
Shelby (Shelbyville)		25,463
Stark (Wyoming)		9,693
Stephenson (Freeport)		40,044
Tazewell (Pekin)		46,019
Union (Anna)		19,865
Vermilion (Danville)		90,225
Wabash (Mt. Carmel)		13,194
Warren (Monmouth)		21,834
Washington (Nashville)		16,219
Wayne (Fairfield)		19,120
White (Carmi)		18,150
Whiteside (Sterling)		39,117
Will (Joliet)		110,862
Williamson (Herrin)		53,873
Winnebago (Rockford)		118,304
Woodford (Minonk)		18,793

INDIANA

County	Principal Center	Population 1930
Adams (Decatur)		19,959
Allen (Ft. Wayne)		146,832
Bartholomew (Columbus)		24,856
Benton (Fowler)		11,879
Blackford (Hartford Ci.)		13,630
Boone (Lebanon)		22,283
Brown (Nashville)		5,168
Carroll (Delphi)		15,040
Cass (Logansport)		32,473
Clark (Jeffersonville)		30,742
Clay (Brazil)		26,472
Clinton (Frankfort)		27,330
Crawford (Marengo)		10,256
Daviess (Washington)		25,819
Dearborn (Aurora)		21,047
Decatur (Greensburg)		17,290
De Kalb (Garrett)		24,881
Delaware (Muncie)		67,234
Dubois (Huntingburg)		20,549
Elkhart (Elkhart)		69,078
Fayette (Connersville)		19,246
Floyd (New Albany)		34,635
Fountain (Attica)		17,952
Franklin (Brookville)		14,190
Fulton (Rochester)		15,708
Gibson (Princeton)		29,182
Grant (Marion)		50,695
Green (Linton)		31,470
Hamilton (Noblesville)		23,430
Hancock (Greenfield)		16,588
Harrison (Corydon)		17,281
Hendricks (Danville)		19,722
Henry (New Castle)		35,210
Howard (Kokomo)		46,673
Huntington (Hunt'nt'n)		29,066
Jackson (Seymour)		23,718
Jasper (Rensselaer)		13,300
Jay (Portland)		20,839
Jefferson (Madison)		19,180
Jennings (N. Vernon)		11,796
Johnson (Franklin)		21,697
Knox (Vincennes)		43,812
Kosciusko (Warsaw)		27,296
Lagrange (Lagrange)		13,787
Lake (Gary)		261,325
La Porte (Mich. City)		59,929
Lawrence (Bedford)		35,545
Madison (Anderson)		82,829
Marion (Indianapolis)		416,250
Marshall (Plymouth)		25,186
Martin (Loogootee)		10,102
Miami (Peru)		27,029

INDIANA—*Cont.*

County	Principal Center	Population 1930
Monroe (Bloomington)		35,961
Montgomery (Craw'ville)		27,040
Morgan (Martinsville)		19,407
Newton (Kentland)		9,836
Noble (Kendalville)		22,274
Ohio (Rising Sun)		3,747
Orange (French Lick)		17,451
Owen (Spencer)		11,356
Parke (Rockville)		16,558
Perry (Tell City)		16,618
Pike (Petersburg)		16,304
Porter (Valparaiso)		22,804
Posey (Mt. Vernon)		17,857
Pulaski (Winamac)		11,195
Putnam (Greencastle)		20,445
Randolph (Winchester)		25,051
Ripley (Batesville)		18,074
Rush (Rushville)		19,407
St. Joseph (South Bend)		159,928
Scott (Scottsburg)		6,665
Shelby (Shelbyville)		26,544
Spencer (Rockport)		16,351
Starke (Knox)		10,621
Steuben (Argola)		13,406
Sullivan (Sullivan)		28,126
Switzerland (Vevay)		8,432
Tippecanoe (Lafayette)		46,826
Tipton (Tipton)		15,198
Union (Liberty)		5,880
Vanderburg (Evansville)		112,920
Vermilion (Clinton)		23,126
Vigo (Terre Haute)		98,815
Wabash (Wabash)		25,162
Warren (Williamsport)		9,165
Warrick (Boonville)		18,179
Washington (Salem)		16,280
Wayne (Richmond)		54,789
Wells (Bluffton)		18,382
White (Monticello)		15,845
Whitley (Columbia C.)		15,907

IOWA

County	Principal Center	Population 1930
Adair (Greenfield)		13,891
Adams (Corning)		10,439
Allamakee (Waukon)		16,325
Appanoose (Centerville)		24,821
Audubon (Audubon)		12,261
Benton (Belle Plaine)		22,854
Black Hawk (Waterloo)		68,821
Boone (Boone)		29,259
Bremer (Waverly)		17,087
Buchanan (Independence)		19,537
Buena Vista (Storm Lake)		18,658
Butler (Greene)		17,694
Calhoun (Lake City)		17,594
Carroll (Carroll)		22,318
Cass (Atlantic)		19,428
Cedar (Tipton)		16,711
Cerro Gordo (Mason C.)		38,458
Cherokee (Cherokee)		18,735
Chickasaw (NewHampton)		14,615
Clarke (Osceola)		10,385
Clay (Spencer)		16,107
Clayton (Guttenburg)		24,562
Clinton (Clinton)		44,406
Crawford (Denison)		21,028
Dallas (Perry)		25,553
Davis (Bloomfield)		11,153
Decatur (Leon)		14,342
Delaware (Manchester)		18,120
Des Moines (Burlington)		38,142
Dickinson (Spirit Lake)		10,978
Dubuque (Dubuque)		61,213
Emmet (Estherville)		12,853

IOWA—*Cont.*

County	Principal Center	Population 1930
Fayette (Oelwein)		29,219
Floyd (Charles City)		19,399
Franklin (Hampton)		16,372
Fremont (Hamburg)		15,145
Greene (Jefferson)		16,527
Grundy (Grundy Center)		14,132
Guthrie (Guthrie Center)		17,322
Hamilton (Webster C.)		20,975
Hancock (Britt)		14,794
Hardin (Iowa Falls)		23,020
Harrison (Missouri Val.)		24,895
Henry (Mt. Pleasant)		17,648
Howard (Cresco)		13,068
Humboldt (Humboldt)		13,193
Ida (Ida Grove)		11,904
Iowa (Marengo)		17,431
Jackson (Maquoketa)		18,478
Jasper (Newton)		32,910
Jefferson (Fairfield)		16,229
Johnson (Iowa City)		30,036
Jones (Anamosa)		19,203
Keokuk (Sigourney)		19,233
Kossuth (Algona)		25,438
Lee (Keokuk)		41,262
Linn (Cedar Rapids)		82,264
Louisa (Wapello)		11,574
Lucas (Chariton)		15,114
Lyon (Rock Rapids)		15,292
Madison (Winterset)		14,370
Mahaska (Oskaloosa)		25,730
Marion (Knoxville)		25,685
Marshall (Marshalltown)		33,719
Mills (Glenwood)		15,866
Mitchell (Osage)		13,978
Monona (Onawa)		18,149
Monroe (Albia)		15,010
Montgomery (Red Oak)		16,624
Muscatine (Muscatine)		29,365
O'Brien (Sheldon)		18,403
Osceola (Sibley)		10,182
Page (Shenandoah)		25,897
Palo Alto (Emmetsburg)		15,396
Plymouth (Le Mars)		24,119
Pocahontas (Pocahontas)		15,683
Polk (Des Moines)		172,757
Pottawattamie (Co'l Bluffs)		69,891
Poweshiek (Grinnell)		18,750
Ringgold (MountAyr)		11,422
Sac (Sac City)		17,606
Scott (Davenport)		77,321
Shelby (Harlan)		17,127
Sioux (Hawarden)		26,810
Story (Ames)		31,139
Tama (Tama)		22,337
Taylor (Bedford)		14,859
Union (Creston)		17,535
Van Buren (Farmington)		12,594
Wapello (Ottumwa)		40,479
Warren (Indianola)		17,683
Washington (Washington)		19,815
Wayne (Seymour)		13,783
Webster (Fort Dodge)		40,414
Winnebago (Forest City)		13,139
Winneshiek (Decorah)		20,988
Woodbury (Sioux City)		101,515
Worth (Northwood)		11,152
Wright (Eagle Grove)		20,183

KANSAS

County	Principal Center	Population 1930
Allen (Iola)		21,385
Anderson (Garnett)		13,359
Atchison (Atchison)		24,016
Barber (Kiowa)		10,149
Barton (Great Bend)		19,771

KANSAS—*Cont.*

County	Principal Center	Population 1930
Bourbon (Fort Scott)		22,391
Brown (Horton)		20,549
Butler (El Dorado)		35,868
Chase (Cottonwood Fls.)		6,944
Chautauqua (Sedan)		10,340
Cherokee (Galena)		31,363
Cheyenne (St. Francis)		6,946
Clark (Ashland)		4,796
Clay (Clay Center)		14,549
Cloud (Concordia)		18,006
Coffey (Burlington)		13,597
Comanche (Coldwater)		4,648
Cowley (Arkansas City)		40,859
Crawford (Pittsburg)		49,305
Decatur (Oberlin)		8,874
Dickinson (Abilene)		25,869
Doniphan (Troy)		13,946
Douglas (Lawrence)		25,125
Edwards (Kinsley)		7,289
Elk (Howard)		9,206
Ellis (Hays)		15,900
Ellsworth (Ellsworth)		10,123
Finney (Garden City)		11,006
Ford (Dodge City)		20,643
Franklin (Ottawa)		22,004
Geary (Junction City)		14,227
Gove (Gove)		5,643
Graham (Hill City)		7,768
Grant (Ulysses)		3,092
Gray (Cimarron)		6,213
Greeley (Tribune)		1,709
Greenwood (Eureka)		19,316
Hamilton (Syracuse)		3,325
Harper (Anthony)		12,817
Harvey (Newton)		22,116
Haskell (Santa Fe)		2,805
Hodgeman (Jetmore)		4,156
Jackson (Holton)		14,778
Jefferson (Valley Falls)		14,009
Jewell (Mankato)		14,458
Johnson (Olathe)		27,122
Kearny (Lakin)		3,195
Kingman (Kingman)		11,732
Kiowa (Greensburg)		6,034
Labette (Parsons)		31,267
Lane (Dighton)		3,371
Leavenworth (Leaven.)		42,380
Lincoln (Lincoln)		9,606
Linn (Pleasanton)		13,525
Logan (Oakley)		4,136
Lyon (Emporia)		29,173
McPherson (McPherson)		23,590
Marion (Marion)		20,723
Marshall (Marysville)		23,048
Meade (Meade)		6,858
Miami (Osawatomie)		21,241
Mitchell (Beloit)		12,759
Montgomery (Coffeyville)		51,396
Morris (Council Grove)		11,750
Morton (Elkhart)		4,092
Nemaha (Sabetha)		18,337
Neosho (Chanute)		22,728
Ness (Ness City)		8,353
Norton (Norton)		11,695
Osage (Osage City)		17,502
Osborne (Osborne)		11,551
Ottawa (Minneapolis)		9,824
Pawnee (Larned)		10,501
Phillips (Phillipsburg)		12,139
Pottawatomie (Wanego)		15,858
Pratt (Pratt)		13,275
Rawlins (Atwood)		7,365
Reno (Hutchinson)		47,751
Republic (Belleville)		14,741

KANSAS—*Cont.*

County	Principal Center	Population 1930
Rice (Lyons)		13,071
Riley (Manhattan)		19,859
Rooks (Stockton)		9,534
Rush (LaCrosse)		8,887
Russell (Russell)		11,044
Saline (Salina)		29,327
Scott (Scott City)		3,976
Sedgwick (Wichita)		136,219
Seward (Liberal)		8,072
Shawnee (Topeka)		85,809
Sheridan (Hoxie)		6,033
Sherman (Goodland)		7,400
Smith (Smith Center)		13,518
Stafford (Stafford)		11,567
Stanton (Johnson)		2,150
Stevens (Hugoton)		4,648
Sumner (Wellington)		28,957
Thomas (Colby)		7,307
Trego (Wakeeney)		6,466
Wabaunsee (Alma)		10,840
Wallace (Sharon Spgs.)		2,882
Washington (Washington)		17,118
Wichita (Leoti)		2,579
Wilson (Neodesha)		18,645
Woodson (Yates Center)		8,498
Wyandotte (Kansas City)		141,664

KENTUCKY

County	Principal Center	Population 1930
Adair (Columbia)		16,401
Allen (Scottsville)		15,177
Anderson (Lawrenceburg)		8,494
Ballard (Wickliffe)		9,909
Barren (Glasgow)		25,844
Bath (Owingsville)		11,975
Bell (Middlesborough)		38,768
Boone (Walton)		9,590
Bourbon (Paris)		18,059
Boyd (Ashland)		43,843
Boyle (Danville)		16,180
Bracken (Augusta)		9,617
Breathitt (Jackson)		20,491
Breckenridge (Cloverport)		17,367
Bullitt (Lebanon Jct.)		8,868
Butler (Morgantown)		12,618
Caldwell (Princeton)		13,782
Calloway (Murray)		17,668
Campbell (Newport)		73,362
Carlisle (Bardwell)		7,363
Carroll (Carrollton)		8,155
Carter (Olive Hill)		23,898
Casey (Liberty)		16,745
Christian (Hopkinsville)		36,044
Clark (Winchester)		17,627
Clay (Manchester)		18,524
Clinton (Albany)		9,003
Crittenden (Marion)		11,931
Cumberland (Burkesville)		10,205
Daviess (Owensboro)		43,774
Edmonson (Brownville)		11,475
Elliott (Sandy Hook)		7,574
Estill (Irvine)		17,079
Fayette (Lexington)		68,526
Fleming (Flemingsburg)		12,915
Floyd (Prestonsburg)		41,919
Franklin (Frankfort)		21,064
Fulton (Fulton)		14,929
Gallatin (Warsaw)		4,437
Garrard (Lancaster)		11,562
Grant (Williamstown)		9,871
Graves (Mayfield)		30,771
Grayson (Leitchfield)		17,518
Green (Greensburg)		11,406
Greenup (Russell)		25,554
Hancock (Hawesville)		6,147

KENTUCKY—*Cont.*

County	Principal Center	Population 1930
Hardin (Elizabethtown)		20,902
Harlan (Harlan)		64,679
Harrison (Cynthiana)		14,858
Hart (Horse Cave)		16,176
Henderson (Henderson)		26,541
Henry (Eminence)		12,563
Hickman (Clinton)		8,727
Hopkins (Madisonville)		37,448
Jackson (McKee)		10,467
Jefferson (Louisville)		355,363
Jessamine (Nicholsville)		12,428
Johnson (Van Lear)		22,976
Kenton (Covington)		93,509
Knott (Hindman)		15,225
Knox (Barbourville)		26,253
Larue (Hodgenville)		9,104
Laurel (London)		21,104
Lawrence (Louisa)		16,713
Lee (Beattyville)		9,729
Leslie (Hyden)		10,769
Letcher (Jenkins)		35,801
Lewis (Vanceburg)		14,316
Lincoln (Stanford)		17,685
Livingston (Smithfield)		8,608
Logan (Russellville)		21,193
Lyon (Eddyville)		8,481
McCracken (Paducah)		46,271
McCreary (Whitley City)		14,627
McLean (Livermore)		11,073
Madison (Richmond)		27,516
Magoffin (Salyersville)		15,719
Marion (Lebanon)		15,504
Marshall (Benton)		12,890
Martin (Inez)		8,572
Mason (Maysville)		18,836
Meade (Brandenburg)		8,042
Menifee (Frenchburg)		4,958
Mercer (Harrodsburg)		14,474
Metcalfe (Edmonton)		9,373
Monroe (Tomkinsville)		13,077
Montgomery (Mt. Sterling)		11,604
Morgan (West Liberty)		15,267
Muhlenberg (Central C.)		38,011
Nelson (Bardstown)		16,553
Nicholas (Carlisle)		8,571
Ohio (Hartford)		24,469
Oldham (LaGrange)		7,401
Owen (Owenton)		10,708
Owsley (Booneville)		7,326
Pendleton (Falmouth)		11,116
Perry (Hazard)		42,186
Pike (Pikeville)		63,532
Powell (Clay City)		5,799
Pulaski (Somerset)		35,636
Robertson (Mt. Olivet)		3,344
Rockcastle (Mt. Vernon)		15,150
Rowan (Morehead)		9,926
Russell (Jamestown)		11,930
Scott (Georgetown)		14,398
Shelby (Shelbyville)		17,619
Simpson (Franklin)		11,334
Spencer (Taylorsville)		8,115
Taylor (Campbellsville)		12,048
Todd (Guthrie)		13,522
Trigg (Cadiz)		12,529
Trimble (Bedford)		5,347
Union (Morganfield)		17,050
Warren (Bowling Green)		33,665
Washington (Springfield)		12,620
Wayne (Monticello)		15,848
Webster (Providence)		25,257
Whitley (Corbin)		29,717
Wolfe (Campton)		8,511
Woodford (Versailles)		10,980

LOUISIANA

County	Principal Center	Population 1930
Acadia (Crowley)		39,328
Allen (Oakdale)		15,144
Ascension (Donaldsonv'le)		18,438
Assumption (Napoleonv'le)		15,990
Avoyelles (Bunkie)		34,921
Beauregard (De Ridder)		14,522
Bienville (Arcadia)		23,983
Bossier (Bossier City)		28,389
Caddo (Shreveport)		124,673
Calcasieu (Lake Charles)		41,911
Caldwell (Columbia)		10,432
Cameron (Cameron)		6,045
Catahoula (Jonesville)		12,451
Claiborne (Homer)		32,282
Concordia (Vidalia)		12,779
De Soto (Mansfield)		31,017
East Baton Rouge		67,991
East Carroll (Lk. Provi.)		15,815
East Feliciana (Jackson)		17,462
Evangeline (Ville Platte)		25,480
Franklin (Winnsboro)		30,530
Grant (Colfax)		15,692
Iberia (New Iberia)		28,281
Iberville (Plaquemine)		23,610
Jackson (Eros)		13,903
Jefferson (Gretna)		39,636
Jefferson Davis (Jennings)		19,609
Lafayette (Lafayette)		38,813
Lafourche (Thibodaux)		32,378
La Salle (Jena)		11,625
Lincoln (Ruston)		22,865
Livingston (Benham Spgs.)		17,988
Madison (Tallulah)		14,826
Morehouse (Bastrop)		23,685
Natchitoches (Natch)		38,557
Orleans (New Orleans)		455,792
Ouachita (Monroe)		54,290
Plaquemines (Pt. a la Hache)		9,566
Pointe Coupee (New Roads)		21,006
Rapides (Alexandria)		65,413
Red River (Coushatta)		16,032
Richland (Rayville)		26,373
Sabine (Zwolle)		24,177
St. Bernard (St. Bernard)		6,321
St. Charles (Hahnville)		11,910
St. Helena (Greensburg)		8,487
St. James (Lutcher)		15,338
St. John Baptist (Edgad)		14,078
St. Landry (Opelousas)		60,064
St. Martin (St. Martinsville)		21,766
St. Mary (Morgan City)		29,397
St. Tammany (Slidell)		21,105
Tangipahoa (Hammond)		45,183
Tensas (St. Joseph)		15,098
Terrebonne (Houma)		29,815
Union (Farmerville)		20,731
Vermilion (Abbeville)		33,684
Vernon (Leesville)		20,017
Washington (Bogalusa)		29,001
Webster (Minden)		29,460
W. Baton Rouge (Port A.)		9,738
West Carroll (Oak Grove)		13,897
W. Feliciana (St. Fran.)		10,934
Winn (Winnfield)		14,772

MAINE

County	Principal Center	Population 1930
Androscoggin (Lewiston)		71,191
Arrostook (Houlton)		87,764
Cumberland (Portland)		134,232
Franklin (Farmington)		19,916
Hancock (Bar Harbor)		30,506
Kennebec (Waterville)		74,473
Knox (Rockland)		27,519
Lincoln (Waldoboro)		15,426

MAINE—*Cont.*

County	Principal Center	Population 1930
Oxford (Rumford Falls)		41,446
Penobscot (Bangor)		92,157
Piscataquis (Milo)		18,213
Sagadahoc (Bath)		16,873
Somerset (Skowhegan)		39,114
Waldo (Belfast)		20,275
Washington (Calais)		37,725
York (Biddeford)		72,832

MARYLAND

County	Principal Center	Population 1930
Allegany (Cumberland)		78,294
Anne Arundel (Annapolis)		54,844
Baltimore (Baltimore)		123,817
Baltimore City		801,741
Calvert (Prince Frederick)		9,528
Caroline (Denton)		17,385
Carroll (Westminster)		35,795
Cecil (Elkton)		25,833
Charles (La Plata)		16,162
Dorchester (Cambridge)		26,797
Frederick (Frederick)		54,440
Garrett (Oakland)		19,266
Harford (Havre de Grace)		31,566
Howard (Ellicott City)		16,161
Kent (Chestertown)		14,241
Montgomery (Takoma Pk)		48,897
Prince Georges (Hyattsv'l)		60,092
Queen Annes (Centerville)		14,570
St. Marys (Leonardtown)		15,175
Somerset (Crisfield)		23,370
Talbot (Easton)		18,579
Washington (Hagerstown)		65,878
Wicomico (Salisbury)		31,210
Worcester (Poconoke City)		21,638

MASSACHUSETTS

County	Principal Center	Population 1930
Barnstable (Barnstable)		31,569
Berkshire (Pittsfield)		120,653
Bristol (Fall River)		364,746
Dukes (Tisbury)		4,915
Essex (Lynn)		497,743
Franklin (Greenfield)		49,590
Hampden (Springfield)		335,506
Hampshire (Northampton)		72,762
Middlesex (Cambridge)		934,117
Nantucket (Nantucket)		3,646
Norfolk (Quincy)		298,898
Plymouth (Brockton)		162,069
Suffolk (Boston)		884,771
Worcester (Worcester)		492,661

MICHIGAN

County	Principal Center	Population 1930
Alcona (Harrisville)		4,988
Alger (Munising)		9,281
Allegan (Allegan)		38,957
Alpena (Alpena)		18,551
Antrim (Mancelona)		9,971
Arenac (Standish)		8,005
Baraga (L'Anse)		9,160
Barry (Hastings)		20,990
Bay (Bay City)		69,476
Benzie (Frankfort)		6,574
Berrien (Benton Harbor)		81,002
Branch (Coldwater)		23,815
Calhoun (Battle Creek)		86,392
Cass (Dowagiac)		21,274
Charlevix (Boyne City)		11,972
Cheboygan (Cheboygan)		11,495
Chippewa (Slt. St. Marie)		24,851
Clare (Clare)		7,035
Clinton (St. Johns)		24,153
Crawford (Grayling)		3,095
Delta (Escanaba)		32,281

MICHIGAN—*Cont.*

County	Principal Center	Population 1930
Dickinson (Iron M'ntain)		29,878
Eaton (Charlotte)		31,243
Emmet (Petoskey)		15,141
Genesee (Flint)		211,339
Gladwin (Gladwin)		7,425
Gogebic (Ironwood)		31,773
G. Traverse (Trav. C.)		20,004
Gratiot (Alma)		30,090
Hillsdale (Hillsdale)		27,395
Houghton (Calumet)		52,621
Huron (Bad Axe)		31,106
Ingham (Lansing)		116,359
Ionia (Ionia)		34,972
Iosco (East Tawas)		7,508
Iron (Iron River)		20,742
Isabella (Mt. Pleasant)		21,124
Jackson (Jackson)		91,798
Kalamazoo (Kalamazoo)		91,311
Kalkaska (Kalkaska)		3,799
Kent (Grand Rapids)		240,515
Keweenaw (Ahmeek)		5,037
Lake (Baldwin)		4,029
Lapeer (Lapeer)		28,344
Leelanau (Northport)		8,198
Lenawee (Adrian)		50,355
Livingston (Howell)		19,253
Luce (Newberry)		6,520
Mackinac (St. Ignace)		8,815
Macomb (Mt. Clemens)		77,044
Manistee (Manistee)		17,406
Marquette (Marquette)		44,034
Mason (Ludington)		18,751
Mecosta (Big Rapids)		16,055
Menominee (Menominee)		23,641
Midland (Midland)		19,158
Missaukee (Lake City)		6,991
Monroe (Monroe)		52,445
Montcalm (Greenville)		27,550
Montmorency (Atlanta)		2,813
Muskegon (Muskegon)		84,502
Newaygo (Fremont)		17,021
Oakland (Pontiac)		210,401
Oceana (Hart)		13,778
Ogemaw (West Branch)		6,575
Ontonagon (Ontonagon)		11,316
Osceola (Reed City)		12,790
Oscoda (Mio)		1,728
Otsego (Gaylord)		5,557
Ottawa (Holland)		54,839
Presque Isle (Onaway)		11,315
Roscommon (Roscommon)		2,053
Saginaw (Saginaw)		120,698
St. Clair (Port Huron)		67,301
St. Joseph (Sturgis)		30,606
Sanilac (Croswell)		27,744
Schoolcraft (Manistique)		8,374
Shiawassee (Owosso)		39,494
Tuscola (Caro)		32,922
Van Buren (South Haven)		32,675
Washtenaw (Ann Arbor)		65,491
Wayne (Detroit)		1,892,372
Wexford (Cadillac)		16,828

MINNESOTA

County	Principal Center	Population 1930
Aitkin (Aitkin)		14,709
Anoka (Anoka)		18,417
Becker (Detroit)		22,594
Beltrami* (Bemidji)		20,741
Benton (Sauk Rapids)		15,053
Big Stone (Ortonville)		9,832
Blue Earth (Mankato)		33,841
Brown (New Ulm)		23,406
Carlton (Colquet)		21,218
Carver (Chaska)		16,932

*Change in area since 1920.

County	Principal Center	Population 1930
MINNESOTA—*Cont.*		
Cass (Cass Lake)		15,575
Chippewa (Montevideo)		15,748
Chisago (Rush City)		13,189
Clay (Moorhead)		23,130
Clearwater (Bagley)		9,545
Cook (Grand Marais)		2,421
Cottonwood (Windom)		14,777
Crow Wing (Brainerd)		25,560
Dakota (South St. Paul)		34,585
Dodge (Kasson)		12,123
Douglas (Alexandria)		18,803
Faribault (Blue Earth)		21,542
Fillmore (Spring Valley)		24,738
Freeborn (Albert Lea)		28,736
Goodhue (Red Wing)		31,208
Grant (Elbow Lake)		9,557
Hennepin (Minneapolis)		516,092
Houston (Caledonia)		13,842
Hubbard (Park Rapids)		9,664
Isanti (Cambridge)		12,081
Itasca (Grand Rapids)		27,208
Jackson (Jackson)		15,863
Kanabec (Mora)		8,558
Kandiyohi (Willmar)		23,527
Kittson (Hallock)		9,692
Koochiching (Inter.F.)		14,007
Lac qui Parle (Madison)		15,387
Lake (Two Harbors)		7,027
Lake of the Woods		4,180
Le Sueur (Le Sueur)		17,992
Lincoln (Lake Benton)		11,296
Lyon (Marshall)		19,325
McLeod (Hutchinson)		20,454
Mahnomen (Mahnomen)		11,454
Marshall (Warren)		17,013
Martin (Fairmont)		22,298
Meeker (Litchfield)		17,897
Mille Lacs (Princeton)		14,076
Morrison (Little Falls)		25,427
Mower (Austin)		28,047
Murray (Slayton)		13,876
Nicollet (St. Peter)		16,579
Nobles (Worthington)		18,615
Norman (Ada)		14,059
Olmsted (Rochester)		35,029
Otter Tail (Fergus Falls)		50,978
Pennington (Thief R. F.)		10,512
Pine (Pine City)		20,262
Pipestone (Pipestone)		12,261
Polk (Crookston)		36,020
Pope (Glenwood)		13,082
Ramsey (St. Paul)		286,534
Red Lake (Red Lake Falls)		6,888
Redwood (Redwood Falls)		20,619
Renville (Olivia)		23,632
Rice (Faribault)		29,968
Rock (Luverne)		10,961
Roseau (Warroad)		12,670
St. Louis (Duluth)		204,534
Scott (Shakopee)		14,073
Sherburne (Elk River)		9,709
Sibley (Winthrop)		15,847
Stearns (St. Cloud)		62,731
Steele (Owatonna)		18,474
Stevens (Morris)		10,185
Swift (Benson)		14,711
Todd (Staples)		26,154
Traverse (Wheaton)		7,937
Wabasha (Lake City)		17,614
Wadena (Wadena)		10,997
Waseca (Waseca)		14,407
Washington (Stillwater)		24,720
Watonwan (St. James)		12,799
Wilkin (Breckenridge)		9,785
Winona (Winona)		35,138
Wright (Buffalo)		27,119
Yellow Medicine (Canby)		16,579
MISSISSIPPI		
Adams (Natchez)		23,547
Alcorn (Corinth)		23,817
Amite (Gloster)		19,712
Attala (Kosciusko)		26,030
Benton (Ashland)		9,816
Bolivar (Rosedale)		71,056
Calhoun (Vardaman)		18,082
Carroll (Vaiden)		19,233
Chickasaw (Okolona)		20,835
Choctaw (Ackerman)		12,342
Claiborne (Port Gibson)		12,151
Clarke (Quitman)		19,675
Clay (West Point)		17,919
Coahoma (Clarksdale)		47,310
Copiah (Hazlehurst)		31,649
Covington (Collins)		15,028
De Soto (Harnando)		25,425
Forrest (Hattiesburg)		30,135
Franklin (Bude)		12,260
George (Lucedale)		7,523
Greene (Leakesville)		10,637
Grenada (Grenada)		16,802
Hancock (Bay St. Louis)		11,418
Harrison (Biloxi)		43,928
Hinds (Jackson)		85,132
Holmes (Durant)		38,435
Humphreys (Belzoni)		25,424
Issaquena (Mayersville)		5,734
Itawamba (Fulton)		18,225
Jackson (Pascagoula)		15,872
Jasper (Bay Springs)		18,648
Jefferson (Fayette)		14,344
Jefferson Davis (Prentiss)		14,283
Jones (Laurel)		41,492
Kemper (Scooba)		21,880
Lafayette (Oxford)		19,975
Lamar (Lumberton)		12,832
Lauderdale (Meridian)		53,337
Lawrence (Monticello)		12,474
Leake (Carthage)		21,803
Lee (Tupelo)		35,311
Leflore (Greenwood)		53,607
Lincoln (Brookhaven)		26,363
Lowndes (Columbus)		29,978
Madison (Canton)		35,789
Marion (Columbia)		19,923
Marshall (Holly Springs)		24,866
Monroe (Aberdeen)		36,138
Montgomery (Winona)		15,107
Neshoba (Philadelphia)		26,686
Newton (Newton)		22,402
Noxubee (Macon)		25,564
Oktibbeha (Starkville)		19,119
Panola (Sardis)		28,694
Pearl River (Picayune)		19,390
Perry (Richton)		8,147
Pike (McComb)		32,182
Pontotoc (Pontotoc)		22,030
Prentiss (Boonville)		19,265
Quitman (Marks)		25,295
Rankin (Pelahatchie)		20,456
Scott (Forest)		20,898
Sharkey (Rolling Fork)		13,877
Simpson (Magee)		20,891
Smith (Cohay)		18,401
Stone (Wiggins)		5,703
Sunflower (Indianola)		66,364
Tallahatchie (Charleston)		35,567
Tate (Senatobia)		17,670
Tippah (Ripley)		18,658
Tishomingo (Luka)		16,400
Tunica (Tunica)		21,239
Union (New Albany)		21,327
Walthall (Tylertown)		13,871
Warren (Vicksburg)		35,769
Washington (Greenville)		51,168
Wayne (Waynesboro)		15,268
Webster (Eupora)		12,128
Wilkinson (Woodville)		13,957
Winston (Louisville)		21,239
Yalobusha (Water Valley)		17,752
Yazoo (Yazoo City)		37,064
MISSOURI		
Adair (Kirksville)		19,202
Andrew (Savannah)		13,462
Atchison (Tarkio)		13,419
Audrain (Mexico)		22,077
Barry (Monett)		22,807
Barton (Lamar)		14,558
Bates (Butler)		22,033
Benton (Warsaw)		11,708
Bollinger (Lutesville)		12,241
Boone (Columbia)		31,031
Buchanan (St. Joseph)		98,642
Butler (Poplar Bluff)		23,497
Caldwell (Hamilton)		12,496
Callaway (Fulton)		19,919
Camden (Linn Creek)		9,135
Cape Girardeau (Cape G.)		33,198
Carroll (Carrollton)		19,883
Carter (Van Buren)		5,495
Cass (Harrisonville)		20,988
Cedar (Eldorado Springs)		11,134
Chariton (Salisbury)		18,211
Christian (Ozark)		13,158
Clark (Kahoka)		9,970
Clay (Excelsior Springs)		26,761
Clinton (Cameron)		13,486
Cole (Jefferson City)		30,775
Cooper (Boonville)		19,522
Crawford (Steelville)		11,287
Dade (Greenfield)		11,744
Dallas (Buffalo)		10,537
Daviess (Gallatin)		14,418
DeKalb (Maysville)		10,268
Dent (Salem)		10,969
Douglas (Ava)		13,907
Dunklin (Kennett)		35,798
Franklin (Washington)		30,515
Gasconade (Hermann)		12,171
Gentry (Albany)		14,308
Greene (Springfield)		82,886
Grundy (Trenton)		16,139
Harrison (Bethany)		17,231
Henry (Clinton)		22,635
Hickory (Hermitage)		6,432
Holt (Mound City)		12,720
Howard (Fayette)		13,540
Howell (West Plains)		19,732
Iron (Ironton)		9,558
Jackson (Kansas City)		463,308
Jasper (Joplin)		73,813
Jefferson (De Soto)		27,433
Johnson (Warrensburg)		22,412
Knox (Edina)		9,613
Laclede (Lebanon)		16,312
Lafayette (Lexington)		29,094
Lawrence (Aurora)		23,765
Lewis (Canton)		11,039
Lincoln (Elsberry)		13,929
Linn (Brookfield)		23,352
Livingston (Chillicothe)		18,601

County	Principal Center	Population 1930
MISSOURI—*Cont.*		
McDonald (Anderson)		13,934
Macon (Macon)		25,506
Madison (Fredericktown)		9,388
Maries (Vienna)		8,367
Marion (Hannibal)		33,667
Mercer (Princeton)		9,349
Miller (Eldon)		16,705
Mississippi (Charleston)		15,762
Moniteau (California)		11,899
Monroe (Monroe City)		13,564
Montgomery (Mont. C.)		13,012
Morgan (Versailles)		11,035
New Madrid (Morehouse)		30,262
Newton (Neosho)		26,968
Nodaway (Maryville)		26,364
Oregon (Thayer)		12,214
Osage (Chamois)		12,456
Ozark (Gainesville)		9,531
Pemiscot (Caruthersville)		37,279
Perry (Perryville)		13,705
Pettis (Sedalia)		34,660
Phelps (Rolla)		15,278
Pike (Louisiana)		18,015
Platte (Weston)		13,810
Polk (Bolivar)		17,803
Pulaski (Richland)		10,732
Putnam (Unionville)		11,923
Ralls (New London)		10,705
Randolph (Moberly)		26,395
Ray (Richmond)		19,841
Reynolds (Centerville)		8,918
Ripley (Doniphan)		11,176
St. Charles (St. Charles)		24,352
St. Clair (Appleton City)		13,290
St. Francois (Bonne Terre)		35,769
St. Louis (Clayton)		211,625
St. Louis City		822,032
Ste. Genevieve (Ste. G.)		10,064
Saline (Marshall)		30,589
Schuyler (Lancaster)		7,010
Scotland (Memphis)		8,332
Scott (Sikeston)		24,913
Shannon (Eminence)		10,890
Shelby (Shelbina)		11,969
Stoddard (Dexter)		27,450
Stone (Crane)		11,614
Sullivan (Milan)		15,151
Taney (Branson)		8,854
Texas (Cabool)		18,572
Vernon (Nevada)		25,907
Warren (Warrenton)		8,082
Washington (Potosi)		14,446
Wayne (Piedmont)		12,203
Webster (Marshfield)		16,141
Worth (Grant City)		6,533
Wright (Mountain Grove)		16,676
MONTANA		
Beaverhead (Dillon)		6,637
Big Horn (Hardin)		8,531
Blaine (Chinook)		9,080
Broadwater (Townsend)		2,725
Carbon* (Red Lodge)		12,592
Carter (Ekalaka)		4,122
Cascade (Great Falls)		40,748
Chouteau* (Fort Benton)		8,600
Custer (Miles City)		11,188
Daniels† (Incl. in Sher. Co.)		5,530
Dawson (Glendive)		9,875
Deer Lodge (Anaconda)		16,289
Fallon (Baker)		4,568
Fergus* (Lewistown)		16,520
Flathead* (Kalispell)		19,171
Gallatin (Bozeman)		16,111
Garfield (Jordan)		4,251
Glacier (Cut Bank)		5,836
Golden Valley† (Incl. in Musselshell County)		2,117
Granite (Philipsburg)		3,013
Hill (Havre)		13,312
Jefferson (Boulder)		4,096
Judith Basin† (Incl. in Fergus County)		5,236
Lake† (Polson)		9,530
Lewis and Clark (Helena)		18,281
Liberty (Chester)		2,203
Lincoln (Libby)		7,088
McCone (Circle)		4,790
Madison (Twin Bridges)		6,321
Meagher(WhiteSulphurSp.)		2,252
Mineral (Superior)		1,626
Missoula* (Missoula)		21,749
Musselshell* (Roundup)		7,228
Park (Livingston)		10,868
Petroleum† (Winnett)		2,053
Phillips (Malta)		8,123
Pondera (Conrad)		6,805
Powder River (Broadus)		3,906
Powell (Deer Lodge)		6,182
Prairie (Terry)		3,918
Ravalli (Hamilton)		10,306
Richland (Sidney)		9,627
Roosevelt (Wolf Point)		10,681
Rosebud (Forsyth)		7,335
Sanders (Thompson Falls)		5,685
Sheridan* (Scobey)		9,852
Silver Bow(Butte)		56,965
Stillwater (Columbus)		6,110
Sweet Grass* (Big Timber)		3,947
Teton (Chouteau)		6,026
Toole (Shelby)		6,703
Treasure (Hysham)		1,660
Valley* (Glasgow)		11,176
Wheatland (Harlowton)		3,752
Wibaux (Wibaux)		2,765
Yellowstone (Billings)		30,671
NEBRASKA		
Adams (Hastings)		26,275
Antelope (Neligh)		15,204
Arthur (Arthur)		1,343
Banner (Harrisburg)		1,676
Blaine (Brewster)		1,583
Boone (Albion)		14,734
Box Butte (Alliance)		11,861
Boyd (Spencer)		7,169
Brown (Ainsworth)		5,770
Buffalo (Kearney)		24,318
Burt (Tekamah)		13,062
Butler (David City)		14,409
Cass (Plattsmouth)		17,677
Cedar (Hartington)		16,422
Chase (Imperial)		5,480
Cherry (Valentine)		10,897
Cheyenne (Sidney)		10,193
Clay (Sutton)		13,568
Colfax (Schuyler)		11,427
Cuming (West Point)		14,327
Custer (Broken Bow)		26,181
Dakota (So. Sioux City)		9,499
Dawes (Chadron)		11,496
Dawson (Lexington)		17,873
Deuel (Chappell)		3,991
Dixon (Wakefield)		11,586
Dodge (Fremont)		25,269
Douglas (Omaha)		233,160
Dundy (Benkelman)		5,606
Fillmore (Geneva)		12,966
Franklin (Franklin)		9,078
Frontier (Curtis)		8,092
Furnas (Beaver City)		12,134
Gage (Beatrice)		30,230
Garden (Oshkosh)		5,097
Garfield (Burwell)		3,209
Gosper (Elwood)		4,286
Grant (Hyannis)		1,427
Greeley (Greeley Center)		8,442
Hall (Grand Island)		27,114
Hamilton (Aurora)		12,252
Harlan (Alma)		10,103
Hayes (Hayes Center)		3,591
Hitchcock (Culbertson)		7,259
Holt (O'Neil)		16,510
Hooker (Mullen)		1,180
Howard (St. Paul)		10,011
Jefferson (Fairbury)		16,394
Johnson (Tecumseh)		9,153
Kearney (Minden)		8,095
Keith (Ogalalla)		6,721
Keyapaha (Springview)		3,203
Kimball (Kimball)		4,676
Knox (Creighton)		19,110
Lancaster (Lincoln)		100,305
Lincoln (North Platte)		25,619
Logan (Gandy)		2,014
Loup (Taylor)		1,818
McPherson (Tryon)		1,358
Madison (Norfolk)		26,031
Merrick (Central City)		10,609
Morrill (Bayard)		9,949
Nance (Fullerton)		8,717
Nemaha (Auburn)		12,356
Nuckolls (Superior)		12,618
Otoe (Nebraska City)		19,888
Pawnee (Pawnee City)		9,399
Perkins (Grant)		5,826
Phelps (Holdrege)		9,253
Pierce (Plainview)		11,072
Platte (Columbus)		21,164
Polk (Stromsburg)		10,084
Tedwillow (McCook)		13,815
Richardson (Falls City)		19,820
Rock (Bassett)		3,366
Saline (Crete)		16,351
Sarpy (Bellevue)		10,390
Saunders (Wahco)		20,147
Scotts Bluff (Scottsbluff)		28,641
Seward (Seward)		15,938
Sheridan (Gordon)		10,765
Sherman (Loup City)		9,120
Sioux (Harrison)		4,667
Stanton (Stanton)		7,807
Thayer (Hebron)		13,678
Thomas (Thedford)		1,510
Thurston (Walthill)		10,462
Valley (Ord)		9,532
Washington (Blair)		12,094
Wayne (Wayne)		10,564
Webster (Red Cloud)		10,210
Wheeler (Bartlett)		2,334
York (York)		17,220
NEVADA		
Churchill (Fallon)		5,072
Clark (Las Vegas)		8,518
Douglas (Minden)		1,842
Elko (Elko)		9,957
Esmeralda (Goldfield)		1,076
Eureka (Eureka)		1,333

†New county formed since 1920. *Change in area since 1920.

County	Principal Center	Population 1930
NEVADA—*Cont.*		
Humboldt (Winnemucca)		3,795
Lander (Austin)		1,711
Lincoln (Pioche)		3,601
Lyon (Yerington)		3,810
Mineral (Hawthorne)		1,863
Nye (Tonopah)		3,987
Ormsby (Carson City)		2,221
Pershing (Lovelock)		2,648
Storey (Virginia City)		665
Washoe (Reno)		27,122
White Pine (McGill)		11,760
NEW HAMPSHIRE		
Balknap (Laconia)		22,381
Carroll (Conway)		14,228
Cheshire (Keene)		33,651
Coos (Berlin)		39,147
Grafton (Lebanon)		42,381
Hillsborough	(Manchester)	140,081
Merrimack (Concord)		56,111
Rockingham	(Portsmouth)	52,960
Strafford (Dover)		38,551
Sullivan (Claremont)		24,255
NEW JERSEY		
Atlantic (Atlantic City)		124,226
Bergen (Garfield)		365,405
Burlington (Burlington)		93,853
Camden (Camden)		250,709
Cape May (Cape May)		28,964
Cumberland (Millville)		69,855
Essex (Newark)		834,475
Gloucester (Woodbury)		70,592
Hudson (Jersey City)		683,424
Hunterdon (Lambertville)		34,718
Mercer (Trenton)		185,924
Middlesex (Perth Amboy)		208,946
Monmouth (Asbury Park)		147,905
Morris (Morristown)		110,381
Ocean (Lakewood)		33,148
Passaic (Paterson)		301,353
Salem (Salem)		36,833
Somerset (N. Plainfield)		65,435
Sussex (Newton)		27,828
Union (Elizabeth)		304,742
Warren (Phillipsburg)		49,311
NEW MEXICO		
Bernalillo (Albuquerque)		45,380
Catron† (Reserve)		3,281
Chaves (Roswell)		19,391
Colfax (Raton)		26,153
Curry (Clovis)		15,794
De Baca (Fort Summer)		2,890
Dona Ana (Las Cruces)		27,541
Eddy (Carlsbad)		14,785
Grant (Silver City)		19,030
Guadalupe (Santa Rosa)		7,024
Harding† (Mosquero)		4,413
Hidalgo (Lordsburg)		4,021
Lea (Lowington)		6,190
Lincoln (Carrizozo)		7,182
Luna (Deming)		6,525
McKinley (Gallup)		20,510
Mora* (Mora)		10,412
Otero (Alamogordo)		9,782
Quay (Tucumcari)		10,810
RioArriba	(TierraAmarilla)	21,376
Roosevelt (Portales)		10,516
Sandoval (Bernalillo)		11,065
San Juan (Farmington)		14,610
San Miguel (E. Las Vegas)		23,380
NEW MEXICO—*Cont.*		
Santa Fe (Santa Fe)		19,558
Sierra (Hillsboro)		5,177
Socorro* (Magdalena)		9,599
Taos (Taos)		14,389
Torrance (Estancia)		9,257
Union* (Clayton)		11,112
Valencia (Belen)		16,063
NEW YORK		
Albany (Albany)		211,632
Allegany (Wellsville)		36,789
Bronx (Part of N. Y. C.)		1,266,506
Broome (Binghamton)		146,965
Cattaraugus (Olean)		72,596
Cayuga (Auburn)		64,830
Chautauqua (Jamestown)		126,583
Chemung (Elmira)		74,830
Chenango (Norwich)		34,752
Clinton (Plattsburg)		46,664
Columbia (Hudson)		41,680
Cortland (Cortland)		31,708
Delaware (Walton)		41,114
Dutchess (Poughkeepsie)		105,222
Erie (Buffalo)		760,687
Essex (Ticonderoga)		33,931
Franklin (Malone)		45,674
Fulton (Gloversville)		46,534
Genesee (Batavia)		44,463
Greene (Catskill)		25,770
Hamilton (Lake Pleasant)		3,927
Herkimer (Little Falls)		63,909
Jefferson (Watertown)		83,547
Kings (Brooklyn, Part of N. Y. City)		2,604,549
Lewis (Lowville)		23,443
Livingston (Dansville)		37,554
Madison (Oneida)		29,783
Monroe (Rochester)		423,172
Montgomery (Amsterdam)		60,049
Nassau (Freeport)		302,468
New York (Manhattan, Part of N. Y. City)		1,872,145
Niagara (Niagara Falls)		149,170
Oneida (Utica)		198,602
Onondaga (Syracuse)		291,543
Ontario (Geneva)		54,239
Orange (Newburgh)		130,321
Orleans (Medina)		28,768
Oswego (Oswego)		69,759
Otsego (Oneonta)		46,657
Putnam (Brewster)		13,728
Queens (Part of N. Y. C.)		1,079,357
Rensselaer (Troy)		119,759
Richmond (Prt. of N. Y. C.)		159,370
Rockland (Haverstraw)		59,529
St. Lawrence (Ogdensburg)		90,917
Saratoga (Saratoga Spgs.)		63,315
Schenectady (Schen.)		124,980
Schoharie (Cobleskill)		19,662
Schuyler (Watkins)		12,903
Seneca (Seneca Falls)		24,964
Steuben (Hornell)		82,246
Suffolk (Huntington)		160,814
Sullivan (Monticello)		35,238
Tioga (Waverly)		25,472
Tompkins (Ithaca)		41,515
Ulster (Kingston)		80,079
Warren (Glens Falls)		34,171
Washington (Hudson F'ls)		46,471
Wayne (Newark)		50,066
Westchester (Yonkers)		516,744
Wyoming (Perry)		28,734
Yates (Penn Yan)		16,934
NORTH CAROLINA		
Alamance (Burlington)		42,136
Alexander (Taylorsville)		12,928
Alleghany (Sparta)		7,185
Anson (Wadewboro)		29,496
Ashe (Jefferson)		21,019
Avery (Newland)		11,805
Beaufort (Washington)		35,025
Bertie (Windsor)		25,849
Bladen (Elizabethtown)		22,385
Brunswick (Southport)		15,792
Buncombe (Asheville)		97,896
Burke (Morganton)		30,174
Cabarrus (Concord)		44,225
Caldwell (Lenoir)		26,600
Camden (Camden)		5,461
Carteret (Beaufort)		16,867
Caswell (Yanceyville)		18,213
Catawba (Hickory)		43,991
Chatham (Pittsboro)		24,179
Cherokee (Andrews)		16,150
Chowan (Edenton)		11,283
Clay (Hayesville)		5,436
Cleveland (Shelby)		52,305
Columbus (Whiteville)		37,739
Craven (New Bern)		31,327
Cumberland (Fayettev'le)		45,101
Currituck (Currituck)		6,687
Dare (Manteo)		5,121
Davidson (Thomasville)		48,700
Davie (Mocksville)		14,386
Duplin (Warsaw)		35,110
Durham (Durham)		67,199
Edgecomb (Rocky Mount)		47,886
Forsyth (Winston-Salem)		111,695
Franklin (Louisburg)		29,464
Gaston (Gastonia)		78,049
Gates (Gatesville)		10,551
Graham (Robbinsville)		5,841
Granville (Oxford)		28,721
Greene (Snow Hill)		18,755
Guilford (Greensboro)		132,989
Halifax (Roanoke Rapids)		53,301
Harnett (Dunn)		38,019
Haywood (Canton)		28,267
Henderson (Hendersonv'.)		23,402
Hertford (Ahoskie)		17,649
Hoke (Raeford)		14,242
Hyde (Swan Quarter)		8,527
Iredell (Statesville)		46,673
Jackson (Sylva)		17,507
Johnston (Smithfield)		56,608
Jones (Maysville)		10,432
Lee (Sanford)		17,000
Lenoir (Kinston)		35,682
Lincoln (Lincolnton)		22,823
McDowell (Marion)		20,482
Macon (Franklin)		13,670
Madison (Marshall)		20,306
Martin (Williamston)		23,425
Mecklenburg (Charlotte)		127,955
Mitchell (Spruce Pine)		13,958
Montgomery (Troy)		16,217
Moore (Carthage)		28,041
Nash (Spring Hope)		52,778
NewHanover (Wilmington)		42,747
Northampton (Jackson)		26,960
Onslow (Jacksonville)		15,312
Orange (Chapel Hill)		21,168
Pamlico (Oriental)		9,758
Pasquotank (Elizabeth C.)		19,136
Pender (Burgaw)		15,686
Perquimans (Hertford)		10,668
Person (Roxboro)		22,042
Pitt (Greenville)		54,464

†New county formed since 1920. *Change in area since 1920.

County	Principal Center	Population 1930
NORTH CAROLINA—*Cont.*		
Polk (Tryon)		10,215
Randolph (Asheboro)		36,631
Richmond (Hamlet)		34,118
Robeson (Lumberton)		66,678
Rockingham (Reidsville)		51,073
Rowan (Salisbury)		56,066
Rutherford (Forest City)		40,449
Sampson (Clinton)		40,201
Scotland (Laurinburg)		20,176
Stanly (Albemarle)		30,162
Stokes (Walnut Cove)		22,290
Surry (Mount Airy)		39,749
Swain (Bryson)		11,566
Transylvania (Brevard)		9,590
Tyrrell (Columbia)		5,157
Union (Monroe)		40,926
Vance (Henderson)		27,294
Wake (Raleigh)		94,464
Warren (Littleton)		23,364
Washington (Plymouth)		11,615
Watauga (Boone)		15,155
Wayne (Goldsboro)		53,152
Wilkes (No. Wilkesboro)		36,162
Wilson (Wilson)		44,912
Yadkin (Jonesville)		18,010
Yancey (Burnsville)		14,486
NORTH DAKOTA		
Adams (Hettinger)		6,329
Barnes (Valley City)		18,802
Benson (Leeds)		13,323
Billings (Medora)		3,143
Bottineau (Bottineau)		14,851
Bowman (Bowman)		5,116
Burke (Bowbells)		10,000
Burleigh (Bismarck)		19,757
Cass (Fargo)		48,726
Cavalier (Langdon)		14,547
Dickey (Oakes)		10,867
Divide (Crosby)		9,633
Dunn (Kildeer)		9,541
Eddy (New Rockford)		6,345
Emmons (Linton)		12,432
Foster (Carrington)		6,350
Golden Valley (Beach)		4,114
Grand Forks (Gr'nd F'rks)		32,069
Grant (Grant)		10,116
Griggs (Cooperstown)		6,884
Heetinger (Mott)		8,773
Kidder (Steele)		8,028
La Moure (La Moure)		11,501
Logan (Napoleon)		8,090
McHenry (Velva)		15,423
McIntosh (Ashley)		10,077
McKenzie (Schafer)		9,740
McLean (Wilton)		19,449
Mercer (Beulah)		9,611
Morton (Mandan)		19,873
Mountrail (Stanley)		13,519
Nelson (Lakota)		10,198
Oliver (Center)		4,261
Pembina (Cavalier)		14,761
Pierce (Rugby)		9,068
Ramsey (Devils Lake)		16,310
Ransom (Enderlin)		10,983
Renville (Mohall)		7,263
Richland (Wahpeton)		21,006
Rolette (Rolla)		10,863
Sargent (Minor)		9,298
Sheridan (McClusky)		7,368
Sioux (Fort Yates)		4,682
Slope (Marmarth)		4,148
Stark (Dickinson)		15,333
Steele (Hope)		6,971
NORTH DAKOTA—*Cont.*		
Stutsman (Jamestown)		26,062
Towner (Cando)		8,405
Traill (Mayville)		12,600
Walsh (Grafton)		19,300
Ward (Minot)		33,705
Wells (Harvey)		13,284
Williams (Williston)		19,550
OHIO		
Adams (Manchester)		20,360
Allen (Lima)		69,422
Ashland (Ashland)		26,761
Ashtabula (Ashtabula)		68,347
Athens (Nelsonville)		44,168
Auglaize (St. Marys)		28,074
Belmont (Bellaire)		94,710
Brown (Georgetown)		19,991
Butler (Hamilton)		113,953
Carroll (Carrollton)		16,056
Champaign (Urbana)		24,071
Clark (Springfield)		90,826
Clermont (New Richmond)		29,747
Clinton (Wilmington)		21,539
Columbiana (E. Liverpool)		86,436
Coshocton (Coshocton)		28,951
Crawford (Bucyrus)		35,313
Cuyahoga (Cleveland)		1,201,360
Darke (Greenville)		38,045
Defiance (Defiance)		22,756
Delaware (Delaware)		25,992
Erie (Sandusky)		41,913
Fairfield (Lancaster)		42,224
Fayette (Wash. Crt. Hse.)		20,739
Franklin (Columbus)		359,459
Fulton (Wauseon)		23,458
Gallia (Gallipolis)		23,045
Geauga (Chadron)		15,407
Greene (Xenia)		33,221
Guernsey (Cambridge)		41,495
Hamilton (Cincinnati)		589,293
Hancock (Findlay)		40,392
Hardin (Kenton)		27,634
Harrison (Cadiz)		18,831
Henry (Napoleon)		22,492
Highland (Hillsboro)		25,409
Hocking (Logan)		20,402
Holmes (Millersburg)		16,727
Huron (Norwalk)		33,695
Jackson (Wellston)		25,036
Jefferson (Steubenville)		88,286
Knox (Mount Vernon)		29,285
Lake (Painesville)		41,645
Lawrence (Ironton)		44,511
Licking (Newark)		59,929
Logan (Bellefontaine)		28,964
Lorain (Lorain)		109,043
Lucas (Toledo)		347,764
Madison (London)		20,238
Mahoning (Youngstown)		236,230
Marion (Marion)		45,429
Medina (Wadsworth)		29,760
Meigs (Pomeroy)		23,933
Mercer (Celina)		25,091
Miami (Piqua)		51,544
Monroe (Woodsfield)		18,426
Montgomery (Dayton)		273,193
Morgan (McConnelsville)		13,583
Morrow (Mt. Gilead)		14,487
Muskingum (Zanesville)		67,367
Noble (Caldwell)		15,057
Ottawa (Port Clinton)		24,072
Paulding (Paulding)		15,291
Perry (Crooksville)		31,427
Pickaway (Circleville)		27,230
OHIO—*Cont.*		
Pike (Waverly)		13,869
Portage (Ravenna)		42,681
Preble (Eaton)		22,448
Putnam (Ottawa)		25,051
Richland (Marshfield)		65,799
Ross (Chillicothe)		45,152
Sandusky (Fremont)		39,656
Scioto (Portsmouth)		81,191
Seneca (Tiffin)		47,780
Shelby (Sidney)		24,924
Stark (Canton)		219,389
Summit (Akron)		345,141
Trumbull (Warren)		123,049
Tuscarawas (New Phila.)		68,183
Union (Marysville)		19,183
Van Wert (Van Wert)		26,237
Vinton (McArthur)		10,285
Warren (Lebanon)		27,328
Washington (Marietta)		42,434
Wayne (Wooster)		47,057
Williams (Bryan)		24,279
Wood (Bowling Green)		50,157
Wyandot (UpperSandusky)		19,029
OKLAHOMA		
Adair (Stillwell)		14,761
Alfalfa (Cherokee)		15,223
Atoka (Atoka)		14,533
Beaver (Beaver)		11,468
Beckham (Elk City)		28,990
Blaine (Watonga)		20,940
Bryan (Durant)		32,267
Caddo (Anadarko)		50,773
Canadian (El Reno)		28,115
Carter (Ardmore)		41,340
Cherokee* (Tahlequah)		17,216
Choctaw (Hugo)		24,138
Cimarron (Boise City)		5,405
Cleveland (Norman)		24,939
Coal (Coalgate)		11,521
Comanche (Lawton)		33,934
Cotton (Walters)		15,442
Craig (Vinita)		18,052
Creek (Sapulpa)		63,945
Custer (Clinton)		27,444
Delaware (Grove)		15,406
Dewey (Taloga)		13,265
Ellis* (Shattuck)		10,544
Garfield (Enid)		45,501
Garvin (Pauls Valley)		31,381
Grady (Chickasha)		47,624
Grant (Medford)		14,140
Greer (Mangum)		20,287
Harmon (Hollis)		13,917
Harper (Buffalo)		7,758
Haskell (Stigler)		16,215
Hughes (Holdenville)		30,332
Jackson (Altus)		28,747
Jefferson (Waurika)		17,383
Johnston (Tishomingo)		13,075
Kay (Blackwell)		49,615
Kingfisher (Kingfisher)		15,732
Kiowa (Hobart)		29,606
Latimer (Wilburton)		11,182
Le Flore (Poteau)		42,891
Lincoln (Chandler)		33,725
Logan (Guthrie)		27,968
Love (Marietta)		9,839
McClain (Purcell)		21,574
McCurtain (Idabel)		34,756
McIntosh (Checotah)		25,823
Major (Fairview)		12,211
Marshall (Madill)		11,024
Mayes (Pryor Creek)		17,882

*Change in area since 1920.

OKLAHOMA—*Cont.*

County	Principal Center	Population 1930
Murray (Sulphur)		12,408
Muskogee (Muskogee)		66,407
Noble (Perry)		15,092
Nowata (Nowata)		13,606
Okfuskee (Okemah)		29,008
Oklahoma (Oklahoma C.)		219,081
Okmulgee (Okmulgee)		56,528
Osage (Pawhuska)		47,293
Ottawa (Picher)		38,737
Pawnee (Cleveland)		19,839
Payne (Cushing)		35,882
Pittsburg (McAlester)		50,751
Pontotoc (Ada)		32,471
Pottawatomie (Shawnee)		66,577
Pushmataha (Antlers)		14,735
Roger Mills (Cheyenne)		14,158
Rogers (Claremore)		18,956
Seminole (Wewoka)		78,469
Sequoyah (Sallisaw)		19,499
Stephens (Duncan)		33,963
Texas (Guymon)		14,110
Tillman (Frederick)		24,386
Tulsa (Tulsa)		187,405
Wagoner (Wagoner)		22,430
Washington (Bartlesville)		27,862
Washita (Cordell)		29,423
Woods (Alva)		17,013
Woodward (Woodward)		15,839

OREGON

Baker (Baker)		16,682
Benton (Corvallis)		16,548
Clackamas (Oregon City)		46,094
Clatsop (Astoria)		21,018
Columbia (St. Helens)		19,998
Coos (Marshfield)		28,360
Crook (Prineville)		3,330
Curry (Gold Beach)		3,257
Deschutes (Bend)		14,713
Douglas (Roseburg)		21,944
Gilliam (Condon)		3,467
Grant (Prairie City)		5,479
Harney (Burns)		5,831
Hood River (Hood River)		8,943
Jackson (Medford)		32,905
Jefferson (Madras)		2,289
Josephine (Grants Pass)		11,483
Klamath (Klamath Falls)		32,365
Lake (Lakeview)		4,825
Lane (Eugene)		54,474
Lincoln (Toledo)		9,902
Linn (Albany)		24,681
Malheur (Ontario)		11,264
Marion (Salem)		60,527
Morrow (Heppner)		4,925
Multnomah (Portland)		338,214
Polk (Dallas)		16,851
Sherman (Wasco)		2,978
Tillamook (Tillamook)		11,804
Umatilla (Pendleton)		24,580
Union (La Grande)		17,472
Wallowa (Enterprise)		7,780
Wasco (The Dalles)		12,635
Washington (Hillsboro)		30,246
Wheeler (Fossil)		2,798
Yamhill (McMinnville)		22,029

PENNSYLVANIA

Adams (Gettysburg)		37,126
Allegheny (Pittsburgh)		1,374,733
Armstrong (Kittanning)		79,239

PENNSYLVANIA—*Cont.*

County	Principal Center	Population 1930
Beaver (Woodlawn)		149,003
Bedford (Bedford)		37,314
Berks (Reading)		231,643
Blair (Altoona)		140,470
Bradford (Sayre)		48,871
Bucks (Bristol)		96,720
Butler (Butler)		80,600
Cambria (Johnstown)		201,120
Cameron (Emporium)		5,307
Carbon (Lansford)		63,348
Centre (Bellefonte)		48,076
Chester (Coatesville)		126,594
Clarion (Clarion)		34,516
Clearfield (Du Bois)		86,711
Clinton (Lock Haven)		32,324
Columbia (Berwick)		48,815
Crawford (Meadville)		62,956
Cumberland (Carlisle)		68,326
Dauphin (Harrisburg)		165,218
Delaware (Chester)		279,088
Elk (St. Marys)		33,440
Erie (Erie)		175,217
Fayette (Uniontown)		198,512
Forest (Tionesta)		5,172
Franklin (Chambersburg)		65,003
Fulton (McConnellsburg)		9,232
Greene (Waynesburg)		41,760
Huntingdon (Huntingdon)		39,009
Indiana (Indiana)		75,381
Jefferson (Punxsutawney)		52,086
Juniata (Mifflintown)		14,321
Lackawanna (Scranton)		310,061
Lancaster (Lancaster)		196,544
Lawrence (New Castle)		97,291
Lebanon (Lebanon)		67,002
Lehigh (Allentown)		172,854
Luzerne (Wilkes-Barre)		444,689
Lycoming (Williamsport)		93,413
McKean (Bradford)		54,733
Mercer (Sharon)		99,246
Mifflin (Lewistown)		40,252
Monroe (Stroudsburg)		28,276
Montgomery (Morrist'n)		265,666
Montour (Danville)		14,519
Northampton (Easton & Bethlehem)		169,319
Northumberland (Shamokin)		128,500
Perry (Newport)		21,619
Philadelphia (Phila.)		1,964,430
Pike (Matamoras)		7,696
Potter (Galeton)		17,501
Schuylkill (Shenandoah)		235,424
Snyder (Selinsgrove)		18,827
Somerset (Windber)		80,765
Sullivan (Dushore)		7,499
Susquehanna (Forest City)		33,797
Tioga (Wellsboro)		31,847
Union (Lewisburg)		17,468
Venango (Oil City)		63,165
Warren (Warren)		41,427
Washington (Washingt'n)		204,356
Wayne (Honesdale)		28,413
Westmoreland (Monessen)		294,298
Wyoming (Tunkhannock)		15,510
York (York)		167,144

RHODE ISLAND

Bristol (Bristol)		25,233
Kent (Warwick)		51,346
Newport (Newport)		41,423
Providence (Providence)		539,722
Washington (Westerly)		29,296

SOUTH CAROLINA

County	Principal Center	Population 1930
Abbeville (Abbeville)		23,113
Aiken (Aiken)		47,407
Allendale (Allendale)		13,289
Anderson (Anderson)		81,018
Bamberg (Bamberg)		19,408
Barnwell (Barnwell)		21,220
Beaufort (Beaufort)		21,802
Berkeley (Monck's Corner)		23,546
Calhoun (St. Matthews)		16,639
Charleston (Charleston)		99,658
Cherokee (Gaffney)		32,138
Chester (Chester)		31,694
Chesterfield (Cheraw)		34,336
Clarendon (Manning)		30,132
Colleton (Waterboro)		23,912
Darlington (Darlington)		41,424
Dillon (Dillon)		25,733
Dorchester (Summerville)		25,320
Edgefield (Edgefield)		19,326
Fairfield (Winnsboro)		23,295
Florence (Florence)		61,028
Georgetown (Georgetown)		21,724
Greenville (Greenville)		117,004
Greenwood (Greenwood)		36,065
Hampton (Estill)		17,243
Horry (Conway)		38,294
Jasper (Ridgeland)		9,989
Kershaw (Camden)		31,925
Lancaster (Lancaster)		27,981
Laurens (Laurens)		42,096
Lee (Bishopville)		24,095
Lexington (Batesburg)		33,889
McCormick (McCormick)		11,638
Marion (Marion)		27,221
Marlboro (Bennettsville)		31,677
Newberry (Newberry)		32,453
Oconee (Walhalla)		33,355
Orangeburg (Orangeburg)		63,850
Pickens (Easley)		30,589
Richland (Columbia)		86,215
Saluda (Saluda)		18,148
Spartanburg (Spartanb'g)		116,270
Sumter (Sumter)		45,887
Union (Union)		30,915
Williamsburg (Kingstree)		34,914
York (Rock Hill)		53,396

SOUTH DAKOTA

Armstrong (Incl. Ziebach Co.)		80
Aurora (Plankinton)		7,139
Beadle (Huron)		22,715
Bennett (Martin)		4,590
Bon Homme (Tyndall)		11,736
Brookings (Brookings)		16,818
Brown (Aberdeen)		31,324
Brule (Chamberlain)		7,416
Buffalo (Gannvalley)		1,931
Butte (Belle Fourche)		8,589
Campbell (Mound City)		5,629
Charles Mix (Platte)		16,693
Clark (Clark)		11,022
Clay (Vermilion)		10,087
Codington (Watertown)		17,494
Corson (McIntosh)		9,528
Custer (Custer)		5,340
Davison (Mitchell)		16,643
Day (Webster)		14,592
Deuel (Clear Lake)		8,732
Dewey (Timber Lake)		6,476
Douglas (Armour)		7,236
Edmunds (Ipswich)		8,709
Fall River (Hot Springs)		8,733
Faulk (Faulkton)		6,891
Grant (Milbank)		10,725

SOUTH DAKOTA—*Cont.*

County	Principal Center	Population 1930
Gregory (Gregory)		11,411
Haakon (Philip)		4,676
Hamlin (Estelline)		8,283
Hand (Miller)		9,495
Hanson (Alexandria)		6,132
Harding (Buffalo)		3,589
Hughes (Pierre)		7,006
Hutchinson (Parkston)		13,895
Hyde (Highmore)		3,690
Jackson (Kadaka)		2,636
Jerauld (Wessington Spgs.)		5,816
Jones (Murdo)		3,177
Kingsbury (De Smet)		12,801
Lake (Madison)		12,380
Lawrence (Lead)		12,328
Lincoln (Canton)		13,918
Lyman (Presho)		6,420
McCook (Salem)		10,363
McPherson (Eureka)		8,771
Marshall (Britton)		9,539
Meade (Sturgis)		11,491
Mellette (White River)		5,292
Miner (Howard)		8,376
Minnehaha (Sioux Falls)		50,858
Moody (Flandreau)		9,603
Pennington (Rapid City)		20,093
Perkins (Lemmon)		8,723
Potter (Gettysburg)		5,757
Roberts (Sisseton)		15,780
Sanborn (Woonsocket)		7,321
Shannon		4,058
Spink (Redfield)		15,305
Stanley (Fort Pierre)		2,381
Sully (Onida)		3,851
Todd		5,896
Tripp (Winner)		12,703
Turner (Parker)		14,885
Union (Beresford)		11,481
Walworth (Mobridge)		8,778
Washabaugh		2,474
Washington		1,827
Yankton (Yankton)		16,589
Ziebach (Dupree)		4,039

TENNESSEE

Anderson (Clinton)		19,722
Bedford (Shelbyville)		21,070
Benton (Camden)		11,237
Bledsoe (Pikeville)		7,124
Blount (Maryville)		34,003
Bradley (Cleveland)		22,865
Campbell* (LaFollette)		26,821
Cannon* (Woodbury)		8,934
Carroll (McKenzie)		26,124
Carter (Elizabethton)		29,215
Cheatham (Ashland)		9,025
Chester (Henderson)		10,606
Claiborne (Tazewell)		24,233
Clay (Celina)		9,574
Cocke (Newport)		21,916
Coffee (Tullahoma)		16,799
Crockett (Bells)		17,469
Cumberland (Crossville)		11,435
Davidson (Nashville)		222,264
Decatur (Decaturville)		10,117
De Kalb (Smithville)		14,268
Dickson (Dickson)		18,490
Dyer (Dyersburg)		31,401
Fayette (Somerville)		28,824
Fentress (Jamestown)		11,602
Franklin (Winchester)		21,792
Gibson (Humboldt)		46,438
Giles (Pulaski)		28,017
Grainger (Rutledge)		12,738

TENNESSEE—*Cont.*

County	Principal Center	Population 1930
Greene (Greeneville)		35,139
Grundy (Tracy City)		9,719
Hamblen (Morristown)		16,600
Hamilton (Chattanooga)		159,278
Hancock (Sneedville)		9,575
Hardeman (Bolivar)		22,184
Hardin (Savannah)		15,139
Hawkins (Rogersville)		24,114
Haywood (Brownsville)		26,139
Henderson (Lexington)		17,654
Henry (Paris)		26,468
Hickman (Centerville)		13,613
Houston (Erin)		5,551
Humphreys (Waverly)		12,039
Jackson (Gainesboro)		13,591
Jefferson (Jefferson City)		17,914
Johnson (Mountain City)		12,209
Knox (Knoxville)		155,890
Lake (Tiptonville)		10,486
Lauderdale (Ripley)		23,402
Lawrence (Lawrenceburg)		26,600
Lewis (Gordonsburg)		5,258
Lincoln (Fayetteville)		25,091
Loudon (Lenoir City)		17,805
McMinn (Athens)		29,001
McNairy (Selmer)		19,868
Macon (Lafayette)		13,781
Madison (Jackson)		51,314
Marion (S. Pittsburg)		17,547
Marshall (Lewisburg)		15,399
Maury (Columbia)		31,776
Meigs (Decatur)		6,127
Monroe (Sweetwater)		21,376
Montgomery (Clarksville)		30,864
Moore (Lynchburg)		4,037
Morgan (Oakdale)		13,602
Obion (Union City)		29,126
Overton (Livingston)		18,175
Perry (Linden)		7,132
Pickett (Byrdstown)		5,617
Polk (Copperhill)		15,678
Putnam (Cookeville)		23,766
Rhea (Dayton)		13,871
Roane (Rockwood)		24,469
Robertson (Springfield)		28,194
Rutherford (Murfreesb'ro)		32,291
Scott (Oneida)		14,082
Sequatchie (Dunlap)		4,047
Sevier (Sevierville)		20,479
Shelby (Memphis)		304,788
Smith (Carthage)		15,470
Stewart (Dover)		13,278
Sullivan (Bristol)		51,084
Sumner (Gallatin)		28,620
Tipton (Covington)		27,514
Trousdale (Hartsville)		5,714
Unicoi (Erwin)		12,678
Union (Maynardville)		11,371
Van Buren (Spencer)		3,516
Warren (McMinnville)		18,483
Washington (Johnson C.)		44,938
Wayne (Allers Creek)		12,178
Weakley (Martin)		29,269
White (Sparta)		15,615
Williamson (Franklin)		22,380
Wilson (Lebanon)		24,573

TEXAS

Anderson (Palestine)		34,721
Andrews (Andrews)		701
Angelina (Lufkin)		29,535
Aransas (Rockport)		2,220
Archer (Archer City)		9,683
Armstrong (Claude)		3,327

TEXAS—*Cont.*

County	Principal Center	Population 1930
Atascosa (Pleasanton)		15,653
Austin (Belleville)		18,860
Bailey (Muleshoe)		5,181
Bandera (Bandera)		3,782
Bastrop (Smithville)		23,903
Baylor (Seymour)		7,419
Bee (Beeville)		15,718
Bell (Temple)		49,887
Bexar (San Antonio)		292,436
Blanco (Johnson City)		3,842
Borden (Gail)		1,505
Bosque (Walnut Springs)		15,591
Bowie (Texarkana)		48,637
Brazoria (Freeport)		23,050
Brazos (Bryan)		24,010
Brewster (Alpine)		6,619
Briscoe (Silverton)		5,586
Brooks (Falfurrias)		5,903
Brown (Brownwood)		26,362
Burleson (Somerville)		19,846
Burnet (Burnet)		10,355
Caldwell (Lockhart)		31,391
Calhoun (Port Lavaca)		5,377
Callahan (Baird)		12,761
Cameron (Brownsville)		77,572
Camp (Pittsburg)		10,072
Carson (Panhandle)		7,722
Cass (Atlanta)		29,972
Castro (Dimmitt)		4,720
Chambers (Anahuac)		5,710
Cherokee (Jacksonville)		43,181
Childress (Childress)		16,044
Clay (Henrietta)		14,545
Cochran (Morton)		1,963
Coke (Robert Lee)		5,253
Coleman (Coleman)		23,660
Collin (McKinney)		46,171
Collingsworth (Wellingt'n)		14,467
Colorado (Eagle Lake)		19,129
Comal (New Braunfels)		11,983
Comanche (Comanche)		18,437
Concho (Eden)		7,645
Cooke (Gainesville)		24,121
Coryell (Gatesville)		19,999
Cottle (Paducah)		9,395
Crane		2,194
Crockett (Ozona)		2,590
Crosby (Crosbyton)		11,033
Culberson (Van Horn)		1,217
Dallam (Dalhart)		7,790
Dallas (Dallas)		326,029
Dawson (Lamesa)		13,558
Deaf Smith (Hereford)		5,981
Delta (Cooper)		13,136
Denton (Denton)		33,016
De Witt (Cuero)		27,438
Dickens (Spur)		8,680
Dimmit (Carrizo Springs)		8,814
Donley (Clarendon)		10,438
Duval (San Diego)		12,191
Eastland (Ranger)		33,981
Ector (Odessa)		3,958
Edwards (Rocksprings)		2,764
Ellis (Waxahachie)		53,877
El Paso (El Paso)		131,092
Erath (Stephenville)		20,803
Falls (Marlin)		38,911
Fannin (Bonham)		41,270
Fayette (La Grange)		30,704
Fisher (Rotan)		13,562
Floyd (Floydada)		12,409
Foard (Crowell)		6,313
Fort Bend (Rosenberg)		29,722
Franklin (Mt. Vernon)		8,493

*Change in area since 1920.

County Population and Principal Centers

TEXAS—*Cont.* County	Principal Center	Population 1930
Freestone (Teague)		22,582
Frio (Pearsall)		9,410
Gaines (Seminole)		2,900
Galveston (Galveston)		65,045
Garza (Post)		5,586
Gillespie (Fredericksburg)		11,021
Glasscock (Garden City)		1,263
Goliad (Goliad)		10,097
Gonzales (Gonzales)		28,342
Gray (Pampa)		22,073
Grayson (Denison)		65,837
Gregg (Longview)		15,733
Grimes (Navasota)		22,630
Guadalupe (Seguin)		28,883
Hale (Plainview)		20,192
Hall (Memphis)		16,961
Hamilton (Hamilton)		13,515
Hansford		3,538
Hardeman (Quanah)		14,532
Hardin (Sour Lake)		14,046
Harris (Houston)		356,078
Harrison (Marshall)		48,926
Hartley (Channing)		2,186
Haskell (Haskell)		16,643
Hays (San Marcos)		14,915
Hemphill (Canadian)		4,637
Henderson (Athens)		30,583
Hidalgo (McAllen)		76,609
Hill (Hillsboro)		43,036
Hockley (Levelland)		9,297
Hood (Granbury)		6,779
Hopkins (Sulphur Spgs.)		29,398
Houston (Crockett)		29,312
Howard (Big Spring)		22,889
Hudspeth (Sierra Blanca)		3,729
Hunt (Greenville)		48,912
Hutchinson (Plemons)		14,837
Irion (Sherwood)		2,103
Jack (Jacksboro)		9,046
Jackson (Edna)		10,975
Jasper (Jasper)		17,083
Jeff Davis (Fort Davis)		1,802
Jefferson (Beaumont)		132,895
Jim Hogg (Hebbronville)		4,926
Jim Wells (Alice)		13,459
Johnson (Cleburne)		33,319
Jones (Stamford)		24,193
Karnes (Kenedy)		23,314
Kaufman (Terrell)		40,906
Kendall (Boerne)		4,974
Kenedy* (Sarita)		710
Kent (Clairemont)		3,851
Kerr (Kerrville)		10,149
Kimble (Junction)		4,117
King (Guthrie)		1,203
Kinney (Brackettville)		3,980
Kleberg (Kingsville)		12,455
Knox (Munday)		11,366
Lamar (Paris)		48,524
Lamb (Olton)		18,134
Lampasas (Lampasas)		8,672
La Salle (Cotulla)		8,227
Lavaca (Yoakum)		27,551
Lee (Giddings)		13,382
Leon (Oakwood)		19,888
Liberty (Liberty)		19,821
Limestone (Mexia)		39,466
Lipscomb (Higgins)		4,508
Live Oak (George West)		8,957
Llano (Llano)		5,528
Loving		195
Lubbock (Lubbock)		39,091
Lynn (Tahoka)		12,366
McCulloch (Brady)		13,826
McLennan (Waco)		98,640
McMullen (Tilden)		1,351
Madison (Madisonville)		12,226
Marion (Jefferson)		10,322
Martin (Stanton)		5,793
Mason (Mason)		5,509
Matagorda (Bay City)		17,671
Maverick (Eagle Pass)		6,117
Medina (Hondo)		13,986
Menard (Menard)		4,444
Midland (Midland)		8,003
Milam (Cameron)		37,917
Mills (Goldthwaite)		8,292
Mitchell (Colorado)		14,184
Montague (Bowie)		18,739
Montgomery (Conroe)		13,879
Moore (Dumas)		1,555
Morris (Naples)		10,026
Motley (Matador)		6,810
Nacogdoches (Nacogdoc's)		30,294
Navarro (Corsicana)		60,494
Newton (Newton)		12,526
Nolan (Sweetwater)		19,366
Nueces (Corpus Christi)		51,823
Ochiltree (Ochiltree)		5,215
Oldham (Vega)		1,405
Orange (Orange)		15,122
Palo Pinto (Mineral Wells)		17,575
Panola (Carthage)		24,062
Parker (Weatherford)		18,725
Parmer (Farwell)		5,868
Pecos (Fort Stockton)		7,843
Polk (Livingston)		17,561
Potter (Amarillo)		46,055
Presidio (Marfa)		10,135
Rains (Emory)		7,111
Randall (Canyon)		7,073
Reagan (Big Lake)		2,278
Real (Leakey)		2,197
Red River (Clarksville)		30,922
Reeves (Pecos)		6,342
Refugio (Refugio)		7,686
Roberts (Miami)		1,452
Robertson (Hearne)		27,132
Rockwall (Rockwall)		7,656
Runnels (Ballinger)		21,821
Rusk (Henderson)		32,486
Sabine (E. Mayfield)		11,966
San Augustine (San Aug.)		12,311
San Jacinto (Cold Spring)		9,512
San Patricio (Aransas Pass)		23,846
San Saba (San Saba)		10,275
Schleicher (Eldorado)		3,166
Scurry (Snyder)		12,187
Shackelford (Albany)		6,688
Shelby (Center)		28,631
Sherman (Stratford)		2,313
Smith (Tyler)		53,228
Somervell (Glen Rose)		3,016
Starr (Rio Grande)		11,412
Stephens (Breckenridge)		16,543
Sterling (Sterling City)		1,431
Stonewall (Aspermont)		6,668
Sutton (Sonora)		2,806
Swisher (Tulia)		7,344
Tarrant (Fort Worth)		197,043
Taylor (Abilene)		40,980
Terrell (Sanderson)		2,661
Terry (Brownfield)		8,872
Throckmorton (Throck.)		5,251
Titus (Mt. Pleasant)		16,000
Tom Green (San Angelo)		36,029
Travis (Austin)		77,777
Trinity (Trinity)		13,628
Tyler (Woodville)		11,518
Upshur (Gilmer)		22,297
Upton (Rankin)		5,966
Uvalde (Uvalde)		12,941
Val Verde (Del Rio)		14,894
Van Zandt (Wills Point)		32,274
Victoria (Victoria)		20,139
Walker (Huntsville)		18,429
Waller (Hempstead)		9,523
Ward (Barstow)		4,598
Washington (Brenham)		25,393
Webb (Laredo)		42,166
Wharton (Wharton)		29,671
Wheeler (Shamrock)		15,535
Wichita (Wichita Falls)		74,323
Wilbarger (Vernon)		24,544
Willacy† (Raymondville)		10,504
Williamson (Taylor)		44,141
Wilson (Floresville)		17,616
Winkler (Kermit)		6,884
Wise (Decatur)		19,214
Wood (Mineola)		24,183
Yoakum (Plains)		1,263
Young (Graham)		19,266
Zapata (Zapata)		2,867
Zavalla (Batesville)		10,350

UTAH

County	Principal Center	Population 1930
Beaver (Beaver)		5,136
Box Elder (Brigham)		17,803
Cache (Logan)		27,410
Carbon (Price)		17,795
Daggett (Manilla)		411
Davis (Bountiful)		14,017
Duchesne (Roosevelt)		7,473
Emery (Huntington)		7,041
Garfield (Panguitch)		4,637
Grand (Moab)		1,813
Iron (Cedar)		7,190
Juab (Eureka)		8,601
Kane (Kanab)		2,229
Millard (Fillmore City)		9,958
Morgan (Morgan)		2,531
Piute (Marysvale)		1,936
Rich (Randolph)		1,873
Salt Lake (Salt Lake C.)		194,003
San Juan (Blanding)		2,319
Sanpete (Mt. Pleasant)		16,020
Sevier (Richfield)		11,191
Summit (Park City)		9,522
Tooele (Tooele)		9,411
Uintah (Vernal)		6,092
Utah (Provo)		48,939
Wasatch (Heber)		5,636
Washington (St. George)		7,385
Wayne (Loa)		2,067
Weber (Ogden)		52,143

VERMONT

County	Principal Center	Population 1930
Addison (Middlebury)		17,945
Bennington (Bennington)		21,647
Caledonia (St. Johnsbury)		27,088
Chittenden (Burlington)		47,376
Essex (Island Pond)		7,144
Franklin (St. Albans)		29,929
Grand Isle (North Hero)		3,940
Lamoille (Morrisville)		10,945
Orange (Randolph)		16,674
Orleans (Newport)		23,076
Rutland (Rutland)		48,442
Washington (Barre)		41,732
Windham (Brattleboro)		25,909
Windsor (Springfield)		37,245

*Formerly old Willacy. †New county formed since 1920.

County Population and Principal Centers

VIRGINIA

County	Principal Center	Population 1930
Accomac (Chincoteague)		35,815
Albemarle (Charlottesville)		26,925
Alleghany (Clifton Forge)		20,186
Amelia (Amelia Crt. Hse)		8,978
Amherst (Amherst)		19,005
Appomattox (Appomattox)		8,402
Arlington (Alexandria)		26,069
Augusta (Staunton)		38,161
Bath (Warm Springs)		8,136
Bedford (Bedford)		29,050
Bland (Bland)		6,031
Botetourt (Buchanan)		15,205
Brunswick (Lawrenceville)		20,487
Buchanan (Grundy)		16,740
Buckingham (Buckingh'm)		13,313
Campell (Lynchburg)		22,884
Caroline (Bowling Green)		15,263
Carroll (Hillsville)		22,140
Charles City (Charles City)		4,881
Charlotte (Drakes Branch)		16,063
Chesterfield (Chesterfield)		25,995
Clarke (Berryville)		7,263
Craig (New Castle)		3,561
Culpeper (Culpeper)		13,306
Cumberland (Cumberland)		7,531
Dickenson (Clintwood)		16,162
Dinwiddie (Petersburg)		18,494
Elizabeth City (Hampton)		29,175
Essex (Tappahannock)		6,979
Fairfax (Falls Church)		25,566
Fauquier (Warrenton)		21,106
Floyd (Floyd)		11,703
Fluvanna (Palmyra)		7,440
Franklin (Rocky Mount)		24,434
Frederick (Winchester)		13,166
Giles (Narrows)		12,804
Gloucester (Gloucester)		11,019
Goochland (Goochland)		7,953
Grayson (Independence)		20,017
Greene (Standardville)		6,213
Greensville (Emporia)		13,221
Halifax (South Boston)		41,033
Hanover (Ashland)		16,081
Henrico (Richmond)		29,177
Henry (Martinsville)		27,413
Highland (Monterey)		4,525
Isle of Wight (Smithfield)		13,404
James City (Williamsburg)		7,579
King and Queen (K. & Q.)		7,615
King George (King George)		5,299
King William (West Point)		7,930
Lancaster (Lancaster)		8,896
Lee (Pennington Gap)		30,421
Loudoun (Leesburg)		19,825
Louisa (Louisa)		14,313
Lunenburg (Victoria)		14,058
Madison (Madison)		8,953
Mathews (Mathews)		7,883
Mecklenburg (Chase City)		32,624
Middlesex (Saluda)		7,274
Montgomery (Radford)		19,567
Nansemond (Suffolk)		22,530
Nelson (Lovingston)		16,342
New Kent (New Kent)		4,300
Norfolk (Norfolk)		38,237
Northampton (Cape Chas.)		18,526
Northumberland (Heathsville)		11,071
Nottoway (Crewe)		14,865
Orange (Orange)		12,070
Page (Shenandoah)		15,746
Patrick (Stuart)		14,799
Pittsylvania (Danville)		59,744
Powhatan (Powhatan)		6,102
Prince Edward (Farmville)		14,518
Prince George (Hopewell)		10,384
Prince William (Manassas)		13,861
Princess Anne (Virginia Beach)		16,240
Pulaski (Pulaski)		20,628
Rappahannock (Wash.)		7,768
Richmond (Warsaw)		6,877
Roanoke (Roanoke)		35,279
Rockbridge (Buena Vista)		21,884
Rockingham (Harrisonb'g)		29,703
Russell (Honaker)		25,954
Scott (Gate City)		24,181
Shenandoah (Woodstock)		20,649
Smyth (Marion)		25,125
Southampton (Franklin)		26,867
Spotsylvania (Fredericksburg)		10,056
Stafford (Stafford)		8,049
Surry (Dendron)		7,095
Sussex (Waverly)		12,093
Tazewell (Graham)		32,463
Warren (Front Royal)		8,341
Warwick (Newport News)		8,827
Washington (Bristol)		33,843
Westmoreland (Colonial B.)		8,501
Wise (Norton)		51,166
Wythe (Wytheville)		20,704
York (Yorktown)		7,693

WASHINGTON

County	Principal Center	Population 1930
Adams (Ritzville)		7,714
Asotin (Clarkston)		8,120
Benton (Prosser)		10,952
Chelan (Wenatchee)		31,636
Challam (Port Angeles)		20,262
Clark (Vancouver)		40,293
Columbia (Dayton)		5,306
Cowlitz (Longview)		31,794
Douglas (Waterville)		7,554
Ferry (Republic)		4,276
Franklin (Pasco)		6,133
Garfield (Pomeroy)		3,653
Grant (Ephrata)		5,652
Grays Harbor (Aberdeen)		59,915
Island (Coupeville)		5,367
Jefferson (Port Townsend)		8,257
King (Seattle)		463,008
Kitsap (Bremerton)		30,735
Kittitas (Ellensburg)		18,135
Klickitat (Goldendale)		9,821
Lewis (Centralia)		40,007
Lincoln (Davenport)		11,887
Mason (Shelton)		10,011
Okanogan (Okanogan)		18,443
Pacific (Raymond)		15,542
Pend Oreille (Newport)		7,154
Pierce (Tacoma)		165,168
San Juan (Friday Harbor)		3,091
Skagit (Anacortes)		35,102
Skamania (Stevenson)		2,813
Snohomish (Everett)		79,001
Spokane (Spokane)		149,925
Stevens (Colville)		18,545
Thurston (Olympia)		31,368
Wahkiakum (Cathlament)		3,860
Walla Walla (Walla Walla)		28,382
Whatcom (Bellingham)		58,859
Whitman (Colfax)		27,913
Yakima (Yakima)		76,313

WEST VIRGINIA

County	Principal Center	Population 1930
Barbour (Belington)		18,626
Berkeley (Martinsburg)		28,028
Boone (Madison)		24,493
Braxton (Gassaway)		22,580
Brooke (Wellsburg)		24,561
Cabell (Huntington)		90,680
Calhoun (Grantsville)		10,867
Clay (Clay)		13,123
Doddridge (West Union)		10,487
Fayette (Montgomery)		72,051
Gilmer (Glenville)		10,377
Grant (Bayard)		8,438
Greenbrier (Ronceverte)		35,859
Hampshire (Romney)		11,836
Hancock (Chester)		28,497
Hardy (Wardensville)		9,816
Harrison (Clarksburg)		78,108
Jackson (Ravenswood)		16,125
Jefferson (Charles Town)		15,769
Kanawha (Charleston)		157,712
Lewis (Weston)		21,789
Lincoln (Hamlin)		19,156
Logan (Logan)		58,536
McDowell (Welch)		90,698
Marion (Fairmont)		66,615
Marshall (Moundsville)		39,825
Mason (Point Pleasant)		20,801
Mercer (Bluefield)		61,323
Mineral (Keyser)		20,077
Mingo (Williamson)		38,315
Monongalia (Morgantown)		50,068
Monroe (Union)		11,939
Morgan (Berkeley Spgs.)		8,404
Nicholas (Richwood)		20,689
Ohio (Wheeling)		72,062
Pendleton (Franklin)		9,657
Pleasants (St. Marys)		6,630
Pocahontas (Cass)		14,555
Preston (Kingwood)		29,576
Putnam (Hurricane)		16,695
Raleigh (Beckley)		68,059
Randolph (Elkins)		25,056
Ritchie (Pennsboro)		15,595
Roane (Spencer)		19,478
Summers (Hinton)		20,563
Taylor (Grafton)		19,106
Tucker (Davis)		13,370
Tyler (Sistersville)		12,782
Upshur (Buckhannon)		17,912
Wayne (Kenova)		31,038
Webster (Addison)		14,222
Wetzel (New Martinsville)		22,255
Wirt (Elizabeth)		6,358
Wood (Parkersburg)		56,362
Wyoming (Kullens)		20,911

WISCONSIN

County	Principal Center	Population 1930
Adams (Adams)		8,000
Ashland (Ashland)		21,053
Barron (Rice Lake)		34,301
Bayfield (Washburn)		15,046
Brown (Green Bay)		70,144
Buffalo (Mondovi)		15,330
Burnett (Grantsburg)		10,223
Calumet (Chilton)		16,623
Chippewa (Chippewa F's)		37,335
Clark (Neillsville)		34,162
Columbia (Portage)		31,638
Crawford (Prairie du Chien)		16,775
Dane (Madison)		112,640
Dodge (Beaver Dam)		52,076
Door (Sturgeon Bay)		18,164
Douglas (Superior)		46,066
Dunn (Menomonie)		27,032
Eau Claire (Eau Claire)		41,085
Florence (Florence)		3,768

County Population and Principal Centers

WISCONSIN—*Cont.* County	*Principal Center*	*Population 1930*
Fond du Lac (Fond du Lac)		59,788
Forest (Crandon)		11,113
Grant (Platteville)		38,456
Green (Monroe)		21,863
Green Lake (Berlin)		13,745
Iowa (Mineral Point)		20,031
Iron (Hurley)		9,933
Jackson (Black River Fls.)		16,491
Jefferson (Watertown)		36,771
Juneau (Mauston)		17,265
Kenosha (Kenosha)		62,848
Kewaunee (Algona)		16,025
La Crosse (La Crosse)		54,455
Lafayette (Darlington)		18,644
Langlade (Antigo)		21,484
Lincoln (Merrill)		21,070
Manitowoc (Manitowoc)		57,857
Marathon (Wausau)		70,644
Marinette (Marinette)		33,528
Marquette (Montello)		9,380
Milwaukee (Milwaukee)		719,088
Monroe (Sparta)		28,829
Oconto (Oconto)		26,376
Oneida (Rhinelander)		15,893
Outagamie (Appleton)		62,778
Ozaukee (Prt. Washingt'n)		17,483
Pepin (Durand)		7,437
Pierce (River Falls)		21,041
Polk (Amery)		25,962
Portage (Stevens Point)		33,826
Price (Phillips)		17,284
Racine (Racine)		90,026
Richland (Richland Ctr.)		19,438
Rock (Beloit)		74,013
Rusk (Ladysmith)		16,066
St. Croix (Hudson)		25,446
Sauk (Baraboo)		32,167
Sawyer (Hayward)		8,796
Shawano (Shawano)		33,423
Sheboygan (Sheboygan)		71,218
Taylor (Medford)		17,686
Trempealeau (Arcadia)		23,900
Vernon (Viroqua)		28,789
Vilas (Eagle River)		7,178
Walworth (Whitewater)		31,039
Washburn (Spooner)		11,096
Washington (Hartford)		26,550
Waukesha (Waukesha)		52,291
Waupaca (New London)		33,479
Waushara (Wautoma)		14,421
Winnebago (Oshkosh)		76,552
Wood (Marshfield)		37,859

WYOMING County	*Principal Center*	*Population 1930*
Albany (Laramie)		12,032
Big Horn (Greybull)		11,243
Campbell (Gillette)		6,755
Carbon (Rawlins)		11,379
Converse (Douglas)		7,142
Crook (Sundance)		5,511
Fremont* (Lander)		10,476
Goshen (Torrington)		11,746
Hot Springs (Thermopolis)		5,472
Johnson (Buffalo)		4,813
Laramie (Cheyenne)		26,699
Lincoln* (Kemmerer)		10,895
Natrona (Casper)		24,016
Niobrara (Lusk)		4,271
Park (Powell)		8,450
Platte (Wheatland)		9,691
Sheridan (Sheridan)		16,558
Sublette† (Pinedale)		1,930
Sweetwater (Rock Springs)		18,112
Teton† (Jackson)		1,988
Uinta (Evanston)		6,537
Washakie (Worland)		4,099
Weston (Newcastle)		4,530
Yellowstone National Park		252

†New county formed since 1920. *Change in area since 1920.

General Advertising Data

Circulation and Rates—Principal Magazines

Advertising Lineage from Printers' Ink

PUBLICATION	Issued	Average Net Paid A. B. C. 6-30-30	Line Rate	Maximum Milline Rate	Page Rate	Average Lineage per Issue for Year Ending Sept. 1930
Adventure	Semi-Mo.	113,313	$ 1.00	$8.83	$ 220	.....
American Boy	Mo.	362,449	3.50	9.66	2,000	19,628
American Girl	Mo.	62,848	.70	11.14	300	7,559
American Golfer	Mo.	41,542	.....	19.04	500	19,406
American Home	Mo.	250,175	2.80	11.19	1,700	40,457
American Legion	Mo.	830,680	4.50	5.42	1,800	8,099
American Magazine	Mo.	2,279,108	12.00	5.27	5,000	35,910
American Mercury	Mo.	62,074	1.75	28.19	350	7,894
Arts & Decoration	Mo.	26,674	.75	28.12	400	56,913
Asia Magazine	Mo.	47,508	.....	52.62	600	7,454
Atlantic Monthly	Mo.	129,798	2.25	17.33	460	17,880
Baseball Magazine	Mo.	57,638	.70	12.14	300	.....
Better Home and Gardens	Mo.	1,390,660	9.50	6.83	4,275	23,326
Blue Book	Mo.	175,701	.65	3.70	250	1,106
Boy's Life	Mo.	201,471	1.75	8.69	1,190	15,316
Business Week, The‡	Wk.	75,238	1.75	23.26	650	7,317
Canadian Home Journal	Mo.	131,885	1.30	9.86	910	34,643
Canadian Magazine	Mo.	87,650	.85	9.70	595	.....
Child Life	Mo.	181,198	2.25	12.42	800	7,331
Christian Herald	Wk.	216,022	1.75	8.10	1,080	3,990
College Humor	Mo.	240,975	2.50	10.37	1,070	.....
Collier's	Wk.	2,257,290	8.50	3.77	5,500	21,769
Columbia	Mo.	619,794	2.75	4.44	1,800	.....
Comfort	Mo.	1,067,830	5.00	4.68	2,720	.....
Cosmopolitan	Mo.	1,590,840	12.00	7.54	4,800	38,424
Country Life	Mo.	37,377	.....	20.68	500	74,464
Current History Magazine	Mo.	61,830	1.25	20.21	250	2,766
Delineator	Mo.	2,295,222	13.75	5.99	9,200	36,674
Dream World	Mo.	219,749	1.25	5.68	500	12,032
Etude	Mo.	140,017	1.40	10.00	800	.....
Extension	Mo.	293,068	1.50	5.12	800	5,640
Field & Stream*	Mo.	150,000	1.90	12.66	750	21,164
Film Fun	Mo.	122,821	.75	6.11	300	7,279
Financial World	Wk.	75,795	1.00	13.19	450	.....
Forbes	Semi-Mo.	79,070	1.45	18.34	600	17,148
Forum and Century**	Mo.	100,000	1.35	13.50	500	16,070
Gentlewoman‡	Mo.	1,096,743	6.00	5.47	3,000	.....
Golden Book	Mo.	136,584	1.60	11.71	600	12,876
Golfer's Magazine	Mo.	41,034	.60	14.62	400	.....
Good Housekeeping	Mo.	1,767,380	13.25	7.50	5,600	68,781
Harper's Bazar	Mo.	103,135	.....	21.07	1,400	82,640
Harper's Magazine	Mo.	120,947	2.20	18.26	440	21,957
Holiday°	Mo.	150,000	1.30	8.67	750	5,358
Holland's Magazine	Mo.	414,111	2.50	6.04	1,890	23,586
House Beautiful	Mo.	105,472	1.80	17.07	1,000	44,147
House & Garden	Mo.	125,818	.....	17.60	1,400	77,505
Household Magazine	Mo.	1,777,086	9.50	5.35	6,200	13,734
Judge	Wk.	171,898	2.50	14.54	1,000	2,616
Junior Home Magazine	Mo.	152,204	1.35	8.87	750	8,669
Ladies Home Journal	Mo.	2,581,942	15.00	5.81	9,500	85,640
Liberty	Wk.	2,415,108	.....	.....	4,250	9,472
Life	Wk.	122,397	2.50	20.43	1,000	4,285
Literary Digest	Wk.	1,602,397	9.00	5.62	4,000	13,991
MacLean's (Canadian)	Semi-Mo.	160,835	1.30	8.08	910	51,663

*Combined with Forest & Stream, July, 1930—Circulation guaranteed. **Forum & Century combined July, 1930—Circulation guaranteed. ‡12-31-29 Statement. °Not A. B. C. Circulation guaranteed.

Circulation and Rates—Principal Magazines

Advertising Lineage from Printers' Ink

PUBLICATION	Issued	Average Net Paid A. B. C. 6-30-30	Line Rate	Maximum Milline Rate	Page Rate	Average Lineage per Issue for Year Ending Sept. 1930
Magazine of Wall Street	E. O. W.	74,280	1.60	21.54	650	9,623
McCall's	Mo.	2,505,088	13.25	5.29	8,800	51,881
Mentor-World Traveler†	Mo.	80,416	1.25	15.54	500	.....
Mother's Home Life	Mo.	723,669	5.00	6.91	2,700	.....
Motion Picture Classic	Mo.	159,690	1.30	8.14	550	11,583
Motion Picture Magazine	Mo.	387,396	2.40	6.20	1,000	17,364
Munsey Combination	Wk.	479,576	3.00	6.26	630	4,370
The Nation	Wk.	37,127	.85	14.81	200	3,304
National Geographic	Mo.	1,291,082	.....	9.34	2,700	.....
Nation's Business	Mo.	316,623	3.25	10.26	1,200	52,578
Nature Magazine	Mo.	115,090	1.00	8.69	420	5,367
Needlecraft	Mo.	1,023,159	6.00	5.86	3,600	8,081
New Yorker, The	Wk.	98,960	2.10	21.22	850	25,455
Normal Instructor and Primary Plans	Mo.	160,355	1.20	7.48	720	23,699
Open Road for Boys	Mo.	153,366	2.00	13.04	840	8,683
Outdoor America	Mo.	105,778	1.45	13.71	575	.....
Outdoor Life—Recreation	Mo.	125,453	1.58	12.59	625	13,486
Outlook & Independent	Wk.	85,536	1.00	11.69	400	1,865
Parents' Magazine, The	Mo.	117,401	2.00	17.04	800	14,111
Pathfinder	Wk.	988,948	3.50	3.54	1,400	.....
People's Popular Monthly	Mo.	1,337,278	7.00	5.23	4,500	11,411
Photoplay	Mo.	620,331	4.25	6.85	1,700	23,728
Physical Culture	Mo.	303,750	2.55	8.40	875	16,302
Pictorial Review	Mo.	2,502,214	13.25	5.30	8,800	39,660
Picture Play	Mo.	205,959	1.30	6.31	525	6,630
Popular Mechanics	Mo.	514,810	.....	8.03	875	31,385
Popular Science Monthly	Mo.	361,059	2.50	6.92	1,000	24,389
Radio News	Mo.	157,421	1.60	10.16	660	10,791
Red Book	Mo.	638,282	5.00	7.83	2,000	19,631
Review of Reviews	Mo.	160,005	1.60	10.00	600	25,184
Ring, The	Mo.	54,311	.40	7.36	150	.....
Rotarian	Mo.	138,036	1.00	7.24	429	4,315
St. Nicholas	Mo.	40,364	.60	14.87	200	3,885
Saturday Evening Post	Wk.	2,924,363	12.00	4.10	8,000	70,114
Scholastic, The	E. O. W.	86,455	1.10	12.72	450	2,561
Science & Invention	Mo.	148,436	1.15	7.75	450	12,042
Scientific American	Mo.	70,770	1.00	14.13	400	7,293
Scouting	Mo.	113,500	.75	6.61	300	.....
Screen Book	Mo.	260,203	1.35	5.19	540	.....
Screenland	Mo.	185,342	1.25	6.74	525	7,915
Scribner's	Mo.	73,517	1.80	24.48	360	12,328
The Sportsman	Mo.	16,764	.....	33.94	360	44,336
Theatre Magazine	Mo.	45,359	1.25	27.55	600	15,939
Time	Wk.	300,172	4.00	13.32	1,430	19,789
Travel	Mo.	41,931	.90	21.46	500	.....
True Detective Mysteries	Mo.	486,137	2.00	4.11	800	15,657
True Experiences	Mo.	123,495	.50	4.05	200	.....
True Romances	Mo.	601,951	3.00	4.98	1,200	14,925
True Story	Mo.	2,110,383	12.00	5.69	4,500	31,214
Vanity Fair	Mo.	80,586	.....	17.67	900	48,536
Vogue	E. O. W.	133,931	.....	17.72	1,500	52,539
Western Home Mo. (Canadian)	Mo.	106,526	1.00	9.39	700	31,463
Woman's Home Companion	Mo.	2,606,123	14.25	5.47	9,400	60,262
Woman's World	Mo.	1,225,734	6.50	5.30	4,400	12,766
World's Work	Mo.	127,774	2.00	15.65	700	24,904

†Mentor circulation prior to consolidation.

Circulation and Rates of Principal Daily Newspapers

A. B. C. Statement, March 31, 1930

	PUBLICATION	Line Rate	6. Mo. Average Net Paid	Maximum and Minimum Milline Rate
AKRON, OHIO	Beacon-Journal	.15	69,777	2.15
	Times-Press	.14	57,423	2.44
ALBANY, N. Y.	Knickerbocker Press	.12	30,109	3.99
	News	.13	47,791	2.72
	Times-Union	.14	42,014	3.33
ALLENTOWN, PA.	Call	.12	37,930	3.16
	Chronicle & News & Item	.05	15,709	3.18
ALTOONA, PA.	Mirror	.09	29,049	3.10
	Tribune	.06	10,568	5.68
ATLANTA, GA.	Constitution	.18	131,203	1.84-1.64
	Georgian	.15	69,593	2.16
	Journal	.18	84,931	2.12-1.88
BALTIMORE, MD.	News	.30	160,851	1.87
	Post	.22	86,423	2.55
	Sun (M. & E. Comb.)	1.25	299,547	2.00-1.67
BIRMINGHAM, ALA.	News & Age-Herald (Comb.)	.27	132,622	2.04
	Post	.15	71,028	2.11
BOSTON, MASS.	Evening American	.50	262,930	1.90
	Christian Science Monitor	.40	135,077	5.92-5.18
	Globe (M. & E. Comb.)	.50	308,564	1.62
	Herald & Traveler (M. & E. Comb.)	.50	297,022	1.68
	Post	.60	373,849	1.60
	Boston Record	.32	209,302	1.53-1.43
	Transcript	.25	38,412	6.51
BRIDGEPORT, CONN.	Post & Telegram (M. & E. Comb.)	.15	47,657	3.15
BROOKLYN, N. Y.	Eagle	.30	101,042	2.97
	Standard-Union	.25	45,159	6.07-4.86
	Times	.28	106,703	2.62
BUFFALO, N. Y.	Courier-Express	.25	125,551	1.99
	News	.35	179,893	1.95
	Times	.24	113,084	2.12
BUTTE, MONT.	Montana Standard-Post (M. & E. Comb.)	.13	28,593	4.55
CAMDEN, N. J.	Courier Morning Post (M. & E. Comb.)	.25	68,565	3.65-2.48
CEDAR RAPIDS, IA.	Gazette & Republican	.105	33,401	3.14-2.99
CHATTANOOGA, TENN.	News	.11	38,609	2.85
	Times	.11	37,953	2.90
CHICAGO, ILL.	American	.75	569,167	1.32
	Herald & Examiner	.65	406,484	1.60
	News	.70	458,223	1.53
	Post	.30	52,938	5.67-2.83
	Times	.32	142,625	2.24-1.96
	Tribune	1.40	845,895	1.66-1.42
CINCINNATI, OHIO	Enquirer	.30	71,804	4.18-2.65
	Post	.33	197,021	1.67
	Times-Star	.30	158,241	1.90
CLEVELAND, OHIO	News	.38	172,819	2.20
	Plain Dealer	.42	202,874	2.02
	Press	.42	217,090	1.93
COLUMBUS, OHIO	Citizen	.20	91,917	2.18
	Dispatch (Gov't Figures)	.28	126,588	2.21-1.90
	State Journal (Gov't Figures)	.17	56,610	3.00-2.30
DALLAS, TEX.	Dispatch	.12	34,829	3.46-2.87
	Journal	.13	44,885	2.90-2.67
	News	.23	89,885	2.56-2.23
	Times-Herald (Gov't Figures)	.17	67,024	2.54
DAVENPORT, IA.	Democrat & Leader Times (Comb.)	.14	41,512	3.37
DAYTON, OHIO	Herald & Journal (M. & E. Comb.)	.14	76,581	1.83
	News	.12	59,715	2.01
DENVER, COLO.	Post (Gov't Figures)	.30	160,243	1.87
	Rocky Mountain News (Morning)	.16	40,265	3.97
DES MOINES, IA.	Register & Tribune (M. & E. Comb.)	.45	240,195	1.87
DETROIT, MICH.	Free Press	.45	223,762	2.01
	News	.55	340,736	1.61
	Times	.50	282,054	1.77
DULUTH, MINN.	Herald-News Tribune	.30	79,269	3.78-2.65
EL PASO, TEX.	Herald-Times (M. & E. Comb.)	.12	34,548	3.47
	Post	.08	23,436	3.41

Circulation and Rates of Principal Daily Newspapers

A. B. C. Statement, March 31, 1930

	PUBLICATION	Line Rate	6. Mo. Average Net Paid	Maximum and Minimum Milline Rate
ERIE, PA.	Dispatch-Herald*	.10	37,533	2.66
	Times*	.09	33,415	2.69
EVANSVILLE, IND.	Courier-Journal (M. & E. Comb.)	.10	42,139	2.37
	Courier	.08	31,151	2.57
	Press	.06	23,916	2.51
FORT WAYNE, IND.	Journal-Gazette*	.09	45,974	1.96
	News & Sentinel*	.12	49,880	2.41
FORT WORTH, TEX.	Press	.10	36,608	2.73
	Star-Telegram, Record-Telegram (M. & E. Comb.)	.29	143,496	2.02
GRAND RAPIDS, MICH.	Herald	.16	39,874	4.01-2.51
	Press	.20	90,917	2.20
HARRISBURG, PA.	News & Patriot (M. & E. Comb.)	.16	83,671	1.91
	Telegraph	.14	51,026	2.74-2.16
HARTFORD, CONN.	Courant	.10	41,139	2.43
	Times	.15	62,385	2.40
HOUSTON, TEX.	Chronicle	.18	86,555	2.08
	Post-Dispatch	.17	72,625	2.34
	Press	.13	43,075	3.02
INDIANAPOLIS, IND.	News*	.27	141,144	1.91
	Star*	.22	116,436	1.89
	Times*	.15	74,021	2.03
JACKSONVILLE, FLA.	Florida Times-Union	.13	51,468	2.53
	Journal	.10	33,123	3.02
JANESVILLE, WIS.	Gazette	.075	14,622	5.13-4.10
JERSEY CITY, N. J.	Jersey Journal*	.15	44,718	3.35-2.68
KANSAS CITY, MO.	Journal Post (M. & E. Comb.)	.25	96,801	2.58
	Star, Times (M. & E. Comb.)	.60	582,253	1.03
KNOXVILLE, TENN.	Journal	.10	35,914	2.78
	News-Sentinel	.11	41,996	2.62
LAWRENCE, MASS.	Tribune-Eagle (M. & E. Comb.)	.12	25,299	4.74-3.56
LINCOLN, NEB.	Journal (M. & E. Comb.)	.11	41,961	2.62
	Star	.11	37,227	2.95
LITTLE ROCK, ARK.	Arkansas Democrat	.10	36,152	2.77
	Arkansas Gazette	.12	41,955	2.86
LOS ANGELES, CAL.	Examiner	.48	205,818	2.33-2.14
	Express	.30	137,437	2.18
	Herald	.51	232,052	2.20-2.07
	Illustrated Daily News	.25	99,984	2.50-2.00
	Record	.12	60,027	2.00
	Times	.37	171,066	2.16-1.87
LOUISVILLE, KY.	Courier-Journal, Times (M. & E. Comb.)	.34	202,040	1.68
LOWELL, MASS.	Courier-Citizen & Leader (M. & E. Comb.)	.07	17,677	3.96
LYNN, MASS.	Item	.10	17,899	5.59-2.51
	Telegram-News	.05	18,042	7.92-2.77
MEMPHIS, TENN.	Commercial & Evening Appeal (M. & E. Comb.)	.30	194,197	1.54
	Press Scimitar	.20	99,266	2.01
MIAMI, FLA.	Herald	.11	47,808	2.30
	Miami Daily News	.11	38,272	2.87
MILWAUKEE, WIS.	Journal	.34	175,267	1.94
	Sentinel†	.25	68,064	3.67-2.94
	Wisconsin News	.22	103,290	2.13
MINNEAPOLIS, MINN.	Journal	.25	122,680	2.04
	Star	.17	73,238	2.32
	Tribune (M. & E. Comb.)	.28	134,542	2.08
MOBILE, ALA.	Register, News, Item (M. & E. Comb.)	.13	41,385	3.14
MUNCIE, IND.	Press*	.05	13,325	3.75
	Star	.08	24,238	3.30
NASHVILLE, TENN.	Banner	.13	62,176	2.09
	Tennesseean (M. & E. Comb.)	.15	93,005	1.61
NEW BEDFORD, MASS.	Standard & Mercury (M. & E. Comb.)	.10	30,977	3.23
	Times	.08	30,603	2.61
NEW HAVEN, CONN.	Journal-Courier	.10	19,852	5.04-3.53
	Register (Gov't Figures)	.17	57,108	2.98-2.63
	Times	.07	16,117	4.34

*Three Months Statement. †Five Months Statement.

Circulation and Rates of Principal Daily Newspapers

A. B. C. Statement, March 31, 1930

	PUBLICATION	Line Rate	6. Mo. Average Net Paid	Maximum and Minimum Milline Rate
NEW ORLEANS, LA.	Item Tribune (M. & E. Comb.)	.22	117,034	1.88
	States	.15	51,923	2.89
	Times-Picayune	.20	101,153	1.98
NEW YORK, N. Y.	American	.50	230,735	2.17
	Graphic	.65	308,278	2.11-1.78
	Herald-Tribune	.75	303,630	2.47-2.17
	Journal	1.25	630,368	1.98
	Mirror	.70	446,462	1.57
	News	1.65	1,286,175	1.28-1.18
	Post	.50	109,004	4.59
	Sun	.70	314,410	2.23-1.88
	Telegram	.45	224,097	2.01
	Times	.90	437,577	2.06-1.81
	World (Morn. Edition)	.65	327,379	1.99-1.34
	World (Eve. Edition)	.65	293,776	2.21-1.50
NEWARK, N. J.	Call*	.17	95,556	1.78-1.57
	Ledger*	.25	56,382	4.43-3.19
	News*	.31	154,924	2.00-1.74
	Star-Eagle*	.28	96,449	2.90-2.49
NORFOLK, VA.	Ledger-Dispatch	.12	47,427	2.53
	Virginian-Pilot	.12	46,209	2.60
OAKLAND, CAL.	Post-Enquirer	.18	57,872	3.11
	Tribune	.21	80,678	2.60
OKLAHOMA CITY, OKLA.	Oklahoma News	.14	56,370	2.48
	Oklahoma & Times (M. & E. Comb.)	.40	184,573	2.17
OMAHA, NEB.	Bee-News (M. & E. Comb.)	.20	97,055	2.06
	World-Herald (M. & E. Comb.)*	.25	128,176	1.95
W. PALM BEACH, FLA.	Post	.07	10,372	6.77
PATERSON, N. J.	Call	.15	23,098	6.49-3.03
	News	.15	21,003	7.14-3.33
PEORIA, ILL.	Journal-Tran'pt. (M. & E. Comb.)	.12	41,308	2.91-2.42
	Star	.10	32,929	3.04-2.13
PHILADELPHIA, PA.	Bulletin	.65	562,884	1.15
	Inquirer	.50	271,943	1.84
	News	.35	193,344	1.81-1.66
	Public Ledger (M. & E. Comb.)	.65	328,122	1.98
	Record (Gov't Figures)	.35	122,958	2.85
PITTSBURGH, PA.	Post-Gazette (Comb.)	.55	239,649	2.30-1.88
	Press	.40	197,243	2.03
	Sun-Telegraph (Comb.)	.40	178,192	2.24
PORTLAND, ME.	Evening Express & Press Herald (M. & E. Comb.)	.24	61,725	3.89-2.59
	News	.10	17,647	5.67-4.53
PORTLAND, ORE.	News	.14	55,323	2.53
	Oregonian	.22	109,805	2.00
	Oregon Journal	.22	102,287	2.15
PROVIDENCE, R. I.	Telegram	.14	55,931	2.50
	Bulletin	.20	84,632	2.36
	Journal	.12	43,526	2.76
READING, PA.	News-Tribune	.10	33,949	2.95
	Eagle	.14	39,954	3.50-2.50
RICHMOND, VA.	Times	.10	42,559	2.35
	News Leader*	.18	73,212	2.46
ROCHESTER, N. Y.	Times-Dispatch*	.17	66,589	2.55
	Democrat & Chronicle, Times-Union (M. & E. Comb.)	.40	162,613	2.46
SACRAMENTO, CAL.	Journal	.16	54,136	2.96
	Bee	.14	50,190	2.79
SALT LAKE CITY, UTAH	Union	.06	15,382	3.90
	Deseret News	.09	39,533	2.28
	Telegram	.08	22,206	3.60
ST. JOSEPH, MO.	Tribune	.12	51,240	2.34-1.76
ST. LOUIS, MO.	Gazette-News-Press (M. & E. Comb.)	.16	59,442	2.69
	Globe-Democrat	.43	268,311	1.60
	Post-Dispatch	.43	244,957	1.76
	Star	.30	145,539	2.06
	Times	.25	70,054	3.57-2.71

*Three Months Statement.

Circulation and Rates of Principal Daily Newspapers

A. B. C. Statement, March 31, 1930

	PUBLICATION	Line Rate	6. Mo. Average Net Paid	Maximum and Minimum Milline Rate
ST. PAUL, MINN.	Dispatch & Pioneer Press (M. & E. Comb.)	.32	168,921	1.89-1.66
	News*	.18	89,493	2.01
SAN ANTONIO, TEX.	Express News (M. & E. Comb.)	.22	77,836	2.83-2.57
	Light	.13	42,096	3.09-2.85
SAN DIEGO, CAL.	Sun	.07	20,799	3.37
	Union & Tribune (M. & E. Comb.)	.14	58,367	2.40
SAN FRANCISCO, CAL.	Call-Bulletin	.32	124,338	2.57-2.25
	Chronicle	.28	98,528	2.84-2.54
	Examiner	.50	187,031	2.67-2.25
	News	.22	93,587	2.35
SCHENECTADY, N. Y.	Gazette	.07	24,512	2.86
	Union-Star	.07	19,180	3.13
SCRANTON, PA.	Republican	.15	27,244	5.51-2.04
	Times	.16	47,587	3.36-2.94
SEATTLE, WASH.	Post Intelligencer	.28	104,424	2.68-2.39
	Star	.24	99,063	2.42
	Times	.25	101,606	2.46
SIOUX CITY, IA.	Journal (M. & E. Comb.)	.13	68,584	1.90
	Tribune	.15	70,308	2.13
SPOKANE, WASH.	Chronicle-Spokesman Review (M. & E. Comb.)	.27	94,888	2.85
	Press	.07	23,888	2.93
SPRINGFIELD, MASS.	Union Republican & News (M. & E. Comb.)	.28	136,296	2.05
SYRACUSE, N. Y.	Herald	.18	53,078	3.39
	Journal	.20	66,433	3.01
	Post-Standard	.24	59,311	4.05-3.37
TACOMA, WASH.	News Tribune & Ledger (M. & E. Comb.)	.16	59,417	2.69
	Times	.08	28,624	2.79
TAMPA, FLA.	Times	.10	24,051	4.16
	Tribune	.13	45,211	2.88
TERRE HAUTE, IND.	Star-Post (M. & E. Comb.)	.09	43,051	2.09
	Tribune	.06	25,260	2.38
TOLEDO, OHIO	Blade	.38	134,876	2.82-2.45
	News-Bee	.24	91,913	2.61
	Times (Gov't Figures)	.15	35,623	4.21-2.81
TOPEKA, KANS.	Capital	.12	45,551	2.63
	State Journal	.10	21,441	4.66-3.26
TRENTON, N. J.	State Gazette & Times (M. & E. Comb.)	.17	61,660	2.76
TROY, N. Y.	Record (M. & E. Comb.)	.07	25,025	2.80
	Times (Gov't Figures)	.05	18,349	2.72
TULSA, OKLA.	Tribune*	.16	65,880	2.43
	World*	.17	77,025	2.21
UTICA, N. Y.	Observer-Dispatch	.09	37,425	2.40
	Press	.09	25,059	3.59-2.79
WASHINGTON, D. C.	Herald	.15	62,647	2.39
	News	.20	57,711	3.47
	Post	.30	73,935	4.06-2.84
	Star	.25	109,507	2.28
	Times	.22	100,365	2.19
	U. S. Daily	.50	36,316	13.77-6.88
WATERBURY, CONN.	Democrat	.10	11,193	8.93-4.02
	Republican & American (M. & E. Comb.)	.10	27,187	3.68-3.31
WICHITA, KANS.	Beacon	.16	61,705	2.59
	Eagle (M. & E. Comb.)	.20	89,022	2.25
WILKES-BARRE, PA.	Record*	.07	27,812	2.52
	Times-Leader*	.07	27,552	2.54
WILMINGTON, DEL.	Every Evening*	.08	18,218	4.39-3.84
	Evening Journal*	.10	27,027	3.70-2.96
	Morning News*	.05	10,741	4.66
WINSTON-SALEM, N. C.	Journal & Twin City Sentinel (M. & E. Comb.)	.12	33,573	3.57
WORCESTER, MASS.	Post	.10	32,479	3.08
	Telegram & Gazette (M. & E. Comb.)	.30	105,119	2.85-2.38
YOUNGSTOWN, OHIO	Telegram*	.11	36,450	3.02
	Vindicator*	.11	39,448	2.79

*Three Months Statement.

Circulation and Rates of Principal A. B. C. Farm Papers

PUBLICATION	Address	Issued	Line Rate	Max. Milline	6 Mo. Average Net Paid 6-30-30
American Agriculturist	New York City	Weekly	$0.90	$5.59	160,979
American Fruit Grower	Chicago, Ill.	Monthly	2.25	8.85	254,203
American Poultry Journal	Chicago, Ill.	Monthly	3.00	9.65	310,883
Arkansas Farmer	Little Rock, Ark.	Semi-Mo.	.20	9.27	64,703
Breeder's Gazette	Chicago, Ill.	Monthly	1.00	7.81	127,498
California Cultivator	Los Angeles, Cal.	Weekly	.40	8.38	47,713
Capper's Farmer	Topeka, Kans.	Monthly	5.00	5.39	927,444
Capper's Weekly	Topeka, Kans.	Weekly	1.25	3.55	352,107
Comfort	Augusta, Me.	Monthly	5.00	4.68	1,067,830
Country Gentleman	Philadelphia, Pa.	Monthly	8.00	4.70	1,701,149
Country Home, The	New York, N. Y.	Monthly	7.00	4.72	1,482,397
Dakota Farmer	Aberdeen, S. D.	Semi-Mo.	.75	8.31	90,293
Everybody's Poultry Magazine	Hanover, Pa.	Monthly	1.25	10.65	117,312
Farm and Livestock Record	Jacksonville, Fla.	Monthly	.15	5.64	26,602
Farm & Ranch	Dallas, Tex.	Weekly	1.25	7.14	146,744
Farm Journal, The	Philadelphia, Pa.	Monthly	7.50	4.94	1,517,446
Farmer and Farm Stock and Home, The	St. Paul, Minn.	Weekly	1.60	5.73	279,123
Farmer's Wife	St. Paul, Minn.	Monthly	5.25	5.59	939,955
Hoard's Dairyman	Fort Atkinson, Wis.	Semi-Mo.	1.50	8.25	168,583
Idaho Farmer	Spokane, Wash.	Weekly	.27	7.90	34,190
Illinois Farmer	Chicago, Ill.	Semi-Mo.	1.00	6.62	151,099
Indiana Farmer's Guide, The	Huntington, Ind.	Weekly	1.00	6.11	163,579
Kansas City Star-Weekly	Kansas City, Mo.	Weekly	1.25	2.55	490,361
Kansas Farmer (Mail & Breeze)	Topeka, Kans.	Weekly	.90	7.40	121,673
Leghorn World	Waverly, Ia.	Monthly	.45	10.65	41,114
Michigan Farmer	Detroit, Mich.	Weekly	1.00	6.41	156,113
Missouri Farmer	Columbia, Mo.	Semi-Mo.	.50	21.31	† 23,458
Missouri Ruralist	St. Louis, Mo.	Semi-Mo.	1.00	6.46	154,701
Montana Farmer	Great Falls, Mont.	Semi-Mo.	.26	8.64	30,110
National Duroc News	Peoria, Ill.	Monthly	.25	72.44	3,451
Nebraska Farmer, The	Lincoln, Neb.	Weekly	.85	7.02	120,893
New England Homestead	Springfield, Mass.	Weekly	.75	7.50	99,917
Ohio Farmer	Cleveland, Ohio	Weekly	1.10	6.40	171,516
Oklahoma Farmer-Stockman	Oklahoma City, Okla.	Semi-Mo.	1.25	6.33	197,614
Oregon Farmer	Spokane, Wash.	Weekly	.30	8.83	33,986
Pacific Northwest Farm Trio	Spokane, Wash.	Weekly	.90	7.37	122,196
Pacific Rural Press	San Francisco, Cal.	Weekly	.40	7.68	52,030
Pennsylvania Farmer	Pittsburgh, Pa.	Weekly	1.00	6.34	157,669
Pierce's Farm Publications	Des Moines, Ia.	Weekly	2.00	6.15	325,404
Plymouth Rock Monthly	Waverly, Ia.	Monthly	.35	12.86	26,082
Poultry Success	Springfield, Ohio	Monthly	.65	11.46	†56,736
Poultry Tribune	Mount Morris, Ill.	Monthly	3.00	9.97	300,848
Prairie Farmer	Chicago, Ill.	Weekly	1.60	5.69	281,208
Progressive Farmer and Southern Ruralist	Birmingham, Ala.	Semi-Mo.	5.00	5.00	*1,000,000
Rhode Island Red Journal	Waverly, Ia.	Monthly	.40	12.88	30,503
Rural New Yorker	New York City	Weekly	1.25	5.15	242,544
Semi-Weekly Farm News	Dallas, Tex.	Semi-Wk.	.90	3.42	131,438
Southern Agriculturist	Nashville, Tenn.	Semi-Mo.	3.50	5.39	649,462
Southern Planter	Richmond, Va.	Semi-Mo.	1.25	6.00	208,457
Standard Poultry Journal	Pleasant Hill, Mo.	Monthly	1.50	8.63	173,854
Successful Farming	Des Moines, Ia.	Monthly	6.00	5.18	1,156,864
Utah Farmer	Salt Lake City, Utah	Semi-Mo.	.20	10.63	18,713
Wallaces' Farmer and Iowa Homestead	Des Moines, Ia.	Weekly	1.75	6.99	248,289
Washington Farmer	Spokane, Wash.	Weekly	.40	7.40	54,020
Western Farm Life	Denver, Colo.	Semi-Mo.	.75	7.25	103,421
Wisconsin Agriculturist and Farmer	Racine, Wis.	Weekly	1.25	7.17	174,305
Wyandotte Herald	Galesburg, Ill.	Monthly	.15	14.84	10,104

*Merged with Southern Ruralist, Sept., 1930. Net Paid Circulation guaranteed. †12-31-29 Statement.

Circulation, Rates of Principal A. B. C. Business Papers

	Published	6 Mo. Av. Net Paid 6-30-30	Page Rate Single Insertion	Every Issue Page Rate
TRADE GROUP				
American Lumberman	Weekly	9,371	$175.00	$115.00
American Paint and Oil Dealer	Monthly	12,414	188.00	156.00
Automobile Trade Journal and Motor Age	Monthly	60,322	425.00	350.00
Boot & Shoe Recorder	Weekly	18,991	200.00	125.00
Building Supply News	Bi-Weekly	9,750	200.00	135.00
Bus Transportation	Monthly	8,829	225.00	180.00
Commercial Car Journal	Monthly	14,117	285.00	228.00
Domestic Engineering	Fortnightly	18,756	260.00	190.00
Dry Goods Economist	Weekly	10,984*	400.00	300.00
Electrical Merchandising	Monthly	17,320	250.00	225.00
Exhibitors Herald—World	Weekly	11,258	200.00	175.00
Farm Implement News	Weekly	9,624	120.00	90.00
Furniture Age	Monthly	6,561	150.00	100.00
Furniture Journal	Monthly	4,285	105.00	80.00
Furniture Record	Monthly	6,264	150.00	100.00
Gift & Art Shop	Monthly	7,372	140.00	100.00
Good Furniture and Decoration	Monthly	4,626	180.00	120.00
The Haberdasher & Clothier	Monthly	4,414	150.00	100.00
Hardware Age	Weekly	19,237	230.00	155.00
Hide & Leather	Weekly	2,936	100.00	75.00
House Furnishing Review	Monthly	2,743	240.00	160.00
Ice Cream Trade Journal	Monthly	2,434	86.00	75.00
Implement & Tractor Trade Journal	Fortnightly	8,040	112.00	80.00
Jobber's Salesman	Monthly	4,739	210.00	140.00
Men's Wear	Semi-Monthly	7,577	150.00	85.00
Motor World Wholesale	Monthly	7,263	200.00	160.00
National Dry Goods Reporter	Monthly	14,147**	.....	.....
Petroleum Age	Monthly	12,031†	135.00	115.00
Radio Retailing	Monthly	22,836	350.00	300.00
Shoe & Leather Reporter	Weekly	2,911	120.00	80.00
Style Sources	Semi-Monthly	18,957	300.00	170.00
Tea & Coffee Trade Journal	Monthly	1,729	125.00	80.00
CLASS GROUP				
Advertising & Selling	Fortnightly	10,656	160.00	140.00
Airway Age	Monthly	13,336	195.00	150.00
American Architect	Monthly	9,320	225.00	200.00
American Builder	Monthly	68,191	840.00	700.00
American Funeral Director	Monthly	8,170	125.00	100.00
American Hairdresser	Monthly	20,466	200.00	160.00
American Painter & Decorator	Monthly	25,955	220.00	188.00
American Printer	Monthly	6,179	130.00	100.00
American Restaurant	Monthly	11,627†	240.00	180.00
American School Board Journal	Monthly	11,675	195.00	150.00
Architecture	Monthly	7,259	200.00	175.00
Architectural Forum	Monthly	7,597	280.00	200.00
Architectural Record	Monthly	11,507	220.00	200.00
Aviation	Monthly	18,858	240.00	200.00
Building Age	Monthly	31,640°	.....	.....
Buildings & Building Management	Fortnightly	2,811	150.00	85.00
Class and Industrial Marketing	Monthly	3,352	125.00	95.00
Editor & Publisher and the Fourth Estate	Weekly	10,609	250.00	168.00
Embalmers' Monthly	Monthly	6,021	112.00	90.00
Gas Age-Record	Weekly	3,609	112.00	70.00
Hospital Management	Monthly	4,465	110.00	90.00
Hotel Management	Monthly	8,142	240.00	216.00
Hotel Monthly	Monthly	6,253	110.00	90.00
Industrial Arts Magazine	Monthly	10,141	125.00	90.00
Inland Printer	Monthly	12,572	325.00	265.00
Insurance Salesman	Monthly	26,332	250.00	200.00
Laundry Age	Monthly	4,884	150.00	115.00
Manufacturers' Record	Weekly	10,844	126.00	96.00
Modern Beauty Shop	Monthly	19,103	200.00	150.00
Modern Hospital	Monthly	6,636	209.00	138.00
Motor	Monthly	59,262	450.00	360.00‡
National Hotel Review	Weekly	7,919	200.00	135.00
National Laundry Journal	Monthly	4,423	145.00	115.00
National Miller	Monthly	5,528	135.00	110.00
National Real Estate Journal	Fortnightly	9,407	170.00	100.00
National Underwriter (Fire & Casualty edition)	Weekly	9,609°°	150.00	69.23

*Prior to consolidation with National Dry Goods Reporter. **Consolidated with Dry Goods Economist, June, 1930. †12-31-29 Statement. °Merged with American Builder, October, 1930. ‡Except January issue. °°Life edition 6,155, same rates.

Circulation, Rates of Principal A. B. C. Business Papers

	Published	6 Mo. Av. Net Paid 6-30-30	Page Rate Single Insertion	Every Issue Page Rate
CLASS GROUP				
Pencil Points	Monthly	18,228	220.00	200.00
Power Boating	Monthly	16,607	180.00	120.00
Printed Salesmanship	Monthly	9,743	150.00	125.00
Printers' Ink	Weekly	23,102	135.00	135.00
Printers' Ink Monthly	Monthly	18,840	225.00	225.00
Purchasing Agent	Monthly	4,881	135.00	100.00
Restaurant Management	Monthly	10,377	200.00	180.00
Sales Management	Weekly	12,613	175.00	140.00
Signs of the Times	Monthly	8,517	125.00	100.00
Starchroom Laundry Journal	Monthly	4,742	155.00	120.00
Western Flying	Monthly	16,270	200.00	150.00
INDUSTRIAL GROUP				
American Machinist	Weekly	16,370	200.00	119.00
American Paint Journal	Weekly	2,146	50.00	35.00
Automotive Industries	Weekly	6,916	125.00	100.00
Bakers' Helper	Fortnightly	9,419	160.00	100.00
Bakers Review	Monthly	7,628	100.00	85.00
Bakers Weekly	Weekly	12,754	150.00	100.00
Blast Furnace and Steel Plant	Monthly	3,643†	110.00	90.00
The Boiler Maker	Monthly	3,847	175.00	100.00
Brick & Clay Record	Fortnightly	2,577	125.00	75.00
Ceramic Industry	Monthly	1,894	115.00	75.00
Chemical & Metallurgical Engineering	Monthly	12,443	210.00	180.00
Coal Age	Monthly	8,548	200.00	175.00
Coal Mining	Monthly	3,792	100.00	75.00
Concrete	Monthly	5,679	140.00	110.00
Confectioners' Journal	Monthly	3,042†	125.00	90.00
Construction Methods	Monthly	29,734	250.00	200.00
Cotton	Monthly	8,169	130.00	100.00
Daily Metal Trade	Daily	3,839	250.00	.....
Electric Railway Journal	Monthly	5,116	200.00	160.00
Electrical West	Monthly	5,641	150.00	120.00
Electrical World	Weekly	17,035	200.00	150.00
Engineering & Contracting	Monthly	15,583	200.00	165.00
Engineering & Mining Journal	Weekly	7,133	200.00	130.00
Engineering News-Record	Weekly	30,025	200.00	150.00
Factory and Industrial Management	Monthly	32,491	370.00	335.00
Fire Engineering	Fortnightly	4,931	125.00	95.00
Fire Protection Service	Monthly	4,130	110.00	95.00
Foundry	Semi-Monthly	8,035	180.00	110.00
Furniture Manufacturer	Monthly	2,707	90.00	60.00
Heating & Ventilating	Monthly	6,053	163.00	125.00
Industrial Engineering	Monthly	14,881	210.00	180.00
Iron Age	Weekly	14,479	128.00	100.00
Machinery	Monthly	14,813	204.00	145.00
Marine Engineering & Shipping Age	Monthly	4,938	200.00	110.00
Marine News	Monthly	5,447	160.00	120.00
Marine Review	Monthly	4,167	160.00	100.00
Metal Industry	Monthly	4,755	80.00	65.00
Mill Supplies	Monthly	3,122	160.00	125.00
National Cleaner & Dyer	Monthly	7,824	200.00	125.00
National Petroleum News	Weekly	17,163	225.00	130.00
National Provisioner	Weekly	7,187	120.00	60.00
Oil Weekly	Weekly	12,020	175.00	90.00
Oil and Gas Journal	Weekly	16,980	220.00	120.00
Power	Weekly	26,238	200.00	150.00
Power Plant Engineering	Semi-Monthly	22,619	168.00	128.00
Railway Age and Railway Review	Weekly	10,340	275.00	175.00
Railway Electrical Engineer	Monthly	2,679	175.00	100.00
Railway Engineering & Maintenance	Monthly	8,498	250.00	160.00
Railway Mechanical Engineer	Monthly	6,380	225.00	150.00
Railway Signaling	Monthly	5,247	200.00	135.00
Rock Products	Fortnightly	4,316	175.00	120.00
Sanitary & Heating Age	Monthly	9,509†	195.00	150.00
Southern Power Journal	Monthly	17,866	160.00	120.00
Southern Textile Bulletin	Weekly	7,383	80.00	60.00
Textile World	Weekly	9,117	150.00	95.00
Water Works Engineering	Fortnightly	2,798	125.00	95.00
Water Works and Sewerage	Monthly	8,160	185.00	145.00
Welding Engineer	Monthly	3,817	130.00	100.00
Wood-Worker	Monthly	5,843	70.00	48.00

†12-31-29 Statement.

Closing Dates and Mechanical Requirements
Principal Magazines

Publication	Published	Closing Date	Date in Circulation	Type Page Size	Column Width	Screen Halftone
Adventure	Semi-Mo.	1st & 15th of 2nd prec. mo.	1st & 15th of publica. mo.	5½x8	2⅝″	100
American Boy	Monthly	10th of 2nd mo. preceding	25th of preceding month	9⅝x12½	2¼″	100–120
American Girl	Monthly	25th of 2nd mo. preceding	25th of preceding month	7 x10⅛	2¼″	120–
American Golfer	Monthly	10th of mo. preceding	28th of preceding month	8⅛x11¼	2″	120–133
American Home	Monthly	20th of 2nd mo. preceding	15th of mo. preceding	8⅛x11¼	2″	120–133
American Legion Monthly	Monthly	15th of 2nd mo. preceding	25th of mo. preceding	7 x10⅛	2¼″	120–133
American Magazine	Monthly	5th of 2nd mo. preceding	20th of preceding month	7 x10⅛	2¼″	120
Asia Magazine	Monthly	15th of 2nd mo. preceding	15th of mo. preceding	7 x10¼	2¼″	133
Atlantic Monthly	Monthly	28th of 2nd preceding mo.	25th of preceding month	5½x8	2⅝″	133
Better Homes & Gardens	Monthly	1st of 2nd mo. preceding	15th of preceding month	7 1/16x10¾	2¼″	100–120
Blue Book	Monthly	1st of 2nd mo. preceding	1st of preceding month	7 x10⅛	2¼″	120
Boys' Life	Monthly	10th of 2nd mo. preceding	17th of preceding month	9⅝x12½	2¼″	120
Business Week, The	Weekly	9 days preceding issue	Saturday	7 x10⅛	2¼″	120
Canadian Home Journal	Monthly	20th of 2nd mo. preceding	15th of preceding month	9¼x12½	2⅜″	120
Child Life	Monthly	5th of 2nd mo. preceding	25th of preceding month	7 x10⅛	2¼″	120–133
Christian Herald	Weekly	18 days prec. date of issue	Wed. prec. Sat. of issue	9 x12¼	2¼″	110
College Humor	Monthly	1st of 2nd mo. preceding	1st of preceding month	7 x10⅛	2¼″	100
Collier's	Weekly	Sat. 5 wks. preced. issue	2nd Friday preced. issue	9⅝x12½	2¼″	110
Cosmopolitan	Monthly	25th of 3rd mo. preceding	10th of preceding month	7 x10⅛	2¼″	120–133
Country Life	Monthly	3rd of preceding mo.	28th of preceding month	8¼x12	2″	133
Current History	Monthly	8th of preceding mo.	25th of preceding month	5½x8	2⅝″	120
Delineator	Monthly	25th of 3rd mo. preceding	20th of preceding month	9⅝x12½	2¼″	120–133
Dream World	Monthly	1st of 2nd preceding mo	23rd of mo. preced. issue	7 x10⅛	2¼″	100
Etude	Monthly	15th of 2nd mo. preceding	1st of publication month	9¼x12	2¼″	100
Extension	Monthly	1st of preceding month	25th of preceding month	9¼x12½	2¼″	120
Field and Stream	Monthly	16th of 2nd preceding mo.	10th of preceding month	7 x10¼	2¼″	110
Forbes and Century	Semi-Mo.	16 days prec. date of issue	1st and 15th of month	7¼x10½	2¼″	120
Forum	Monthly	30th of 2nd mo. preceding	20th of preceding month	7 x10⅛	2¼″	110–120
Gentlewoman	Monthly	1st of mo. prec. issue	15th of month prec.	9¼x12½	2¼″	85
Golden Book	Monthly	25th of 2nd mo. preceding	20th of mo. prec. issue	7 x10⅛	2¼″	120
Good Housekeeping	Monthly	25th of 3rd mo. preceding	25th of preceding month	7 x10⅛	2¼″	120–133
Harper's Bazar	Monthly	22nd of 2nd mo. preceding	30th of preceding month	8⅛x12	2″	120–133
Harper's Magazine	Monthly	25th of 2nd mo. preceding	25th of preceding month	5½x8	2⅝″	120
Holland's Magazine	Monthly	5th of 2nd mo. preceding	15th of preceding month	9⅜x13½	2¼″	120
House and Garden	Monthly	20th of 2nd mo. preceding	20th of preceding month	8⅛x11¼	2″	120–133
House Beautiful	Monthly	25th of 2nd mo. preceding	22nd of preceding month	8⅛x11¼	2″	120–133
Household Magazine	Monthly	15th of 2nd preceding mo	1st of preceding month	9⅝x12½	2¼″	110–133
Judge	Weekly	18 days prec. date of pub.	Thurs. preceding Sat.	7 x10⅛	2¼″	120
Ladies' Home Journal	Monthly	20th of 3rd mo. preceding	3rd Tues. of prec. month	9⅜x12¼	2¼″	133
Liberty	Weekly	5 wks. prec. date of issue	2nd Fri. prec. Sat. of issue	7 x10⅛	2¼″	100–120
Life	Weekly	22 days prec. date of issue	Fri. prec. Thur. of issue	7 x10⅛	2¼″	120
Literary Digest	Weekly	11 days prec. date of issue	Thurs. prec. Sat. of issue	7¼x10½	2¼″	120
MacLean's (Canadian)	Semi-Mo.	21 days prec. date of issue	1st and 15th pub. month	9⅝x12½	2¼″	120

Closing Dates and Mechanical Requirements
Principal Magazines

Publication	Published	Closing Date	Date in Circulation	Type Page Size	Column Width	Screen Halftone
McCall's	Monthly	20th of 3rd mo. preceding	10th of preceding month	9¾x12½	2¼″	120–133
Mother's Home Life	Monthly	7th of preceding month	15th of preceding month	9⅝x12½	2¼″	85
Motion Picture Classic	Monthly	11th of 2nd mo. preceding	12th of preceding month	7 x10⅛	2¼″	120
Motion Picture Magazine	Monthly	30th of 3rd mo. preceding	28th of 2nd mo. preceding	7 x10⅛	2¼″	120
Munsey's Combination	Fortn'tly	5 wks. preceding issue	Wed. prec. date of issue	5½x8	2⅝″	100
Nation, The	Weekly	13 days preceding issue	Thurs. prec. Wed. of issue	7½x9½	2¼″	85
National Geographic Magazine	Monthly	10th of 2nd mo. preceding	1st week of pub. month	5½x8½	2⅝″	130–150
Nation's Business, The	Monthly	20th of 2d mo. prec. issue	30th of preceding month	7 x10⅛	2¼″	110
Nature Magazine	Monthly	20th of 2nd mo. preceding	8th of preceding month	7 x10	2¼″	120–133
Needlecraft	Monthly	15th of 2nd mo. preceding	5th to 20th mo. preceding	9⅜x12½	2¼″	120
New Yorker, The	Weekly	2 weeks prec. date of issue	Fri. prec. Sat. of issue	7 x10⅛	2¼″	110
Normal Instructor	Monthly*	10th of 2nd mo. preceding	1st of preceding month	9¼x12¼	2¼″	110
Open Road for Boys	Monthly	15th of 2nd mo. preceding	15th of preceding month	7 x10¼	2¼″	120
Outdoor America	Monthly	15th of preceding month	28th of preceding month	7 x10¼	2¼″	110
Outdoor Life	Monthly	20th of 2nd mo. preceding	10th of preceding month	7 x10¼	2¼″	110
Outlook and Independent	Weekly	16 days prec. Wednesday	Mon. preceding. Wed.	7¼x10½	2¼″	110
Pathfinder	Weekly	14 days prec. date of issue	Saturday	7 x10⅛	2¼″	80–100
People's Popular Monthly	Monthly	25th of 2nd mo. preceding	15th of mo. prec. issue	9⅜x12½	2¼″	100
Photoplay	Monthly	10th of 2nd mo. preceding	15th of preceding month	7 x10⅛	2¼″	100–120
Physical Culture	Monthly	1st of 2nd mo. preceding	15th of preceding month	7 x10⅛	2¼″	120
Pictorial Review	Monthly	25th of 3d mo. prec. issue	15th of mo. prec. issue	9⅜x12½	2¼″	120
Picture Play	Monthly	25th of 3rd mo. preceding	1st of preceding month	7 x10⅛	2¼″	120
Popular Mechanics	Monthly	20th of 2d mo prec. issue	5th of preceding month	5½x8	2⅝″	110
Popular Science Monthly	Monthly	5th of 2nd mo. preceding	2nd of preceding month	7 x10⅛	2¼″	120
Radio News	Monthly	3d of 2nd mo prec. issue	10th of preceding month	7 x10⅛	2¼″	110
Red Book	Monthly	1st of 2nd mo. preceding	5th of preceding month	7 x10⅛	2¼″	120
Review of Reviews	Monthly	1st of preceding month	25th of preceding month	7 x10⅛	2¼″	120
Rotarian	Monthly	5th of preceding month	25th of preceding month	7 x10¼	2¼″	110
Saturday Evening Post	Weekly	5 wks. preceding pub.	Thurs. prec. Sat. of issue	9⅜x12½	2¼″	120
Science & Invention	Monthly	3d of 2d mo prec. issue	10th of preceding month	7 x10⅛	2¼″	110
Scientific American	Monthly	20th of 2nd mo. preceding	20th of preceding month	7 x10⅛	2¼″	110
Scribner's	Monthly	24th of 2nd mo. preceding	12 days prec. date of issue	5½x8	2⅝″	133
Theatre Magazine	Monthly	15th of 2nd mo. preceding	10th of preceding month	8⅛x11¼	2″	133
Time	Weekly	21 days prec. date of pub	Friday prec. Mon.	7⅛x10⅛	2¼″	110
True Detective Mysteries	Monthly	1st of 2nd prec. month	15th of preceding month	7 x10⅛	2¼″	100
True Romances	Monthly	7th of 2nd mo. preceding	23rd of preceding month	7 x10⅛	2¼″	100–110
True Story	Monthly	15th of 3rd mo. preceding	5th of preceding month	7 x10⅛	2¼″	120
Vanity Fair	Monthly	20th of 2nd mo. prec. issue	25th of preceding month	8⅛x11¼	2″	120–133
Vogue	Fortn'tly	5th Mon pre. date of issue	Thurs. prec. Sat of issue	8⅛x11¼	2″	120
Western Home Mo. (Canadian)	Monthly	15th of preceding mo.	1st of publication mo.	9¾x12½	2¼″	100–120
Woman's Home Companion	Monthly	25th of 3rd mo. preceding	20th of preceding month	9¾x12¼	2¼″	120
Woman's World	Monthly	1st of 2nd mo. preceding	10th of preceding month	9⅜x12½	2¼″	100
World's Work	Monthly	2nd of preceding month	25th of preceding month	7 x10⅛	2¼″	120

*Except July and August

The Cost of Advertising Space

Rate	1 Inch 14 Lines	2 Inch 28 Lines	3 Inch 42 Lines	4 Inch 56 Lines	5 Inch 70 Lines	6 Inch 84 Lines	7 Inch 98 Lines	8 Inch 112 Lines	9 Inch 126 Lines	10 Inch 140 Lines	15 Inch 210 Lines	25 Inch 350 Lines	1 Col. 294 Lines
$ .01	.14	.28	.42	.56	.70	.84	.98	1.12	1.26	1.40	2.10	3.50	2.94
.02	.28	.56	.84	1.12	1.40	1.68	1.96	2.24	2.52	2.80	4.20	7.00	5.88
.03	.42	.84	1.26	1.68	2.10	2.52	2.94	3.36	3.78	4 20	6.30	10.50	8.82
.04	.56	1.12	1.68	2.24	2.80	3.36	3.92	4.48	5.04	5.60	8.40	14.00	11 76
.05	.70	1.40	2.10	2.80	3.50	4.20	4.90	5.60	6.30	7.00	10.50	17.50	14.70
.06	.84	1.68	2.52	3.36	4 20	5.04	5.88	6.72	7.56	8.40	12.60	21.00	17.64
.07	.98	1.96	2.94	3.92	4.90	5.88	6.86	7.84	8.82	9.80	14.70	24.50	20.58
.08	1.12	2.24	3.36	4.48	5.60	6.72	7.84	8.96	10.08	11.20	16.80	28.00	23.52
.09	1.26	2.52	3.78	5.04	6.30	7.56	8.82	10.08	11.34	12.60	18.90	31.50	26.46
.10	1.40	2.80	4.20	5.60	7.00	8.40	9.80	11.20	12.60	14.00	21.00	35.00	29.40
.11	1.54	3.08	4.62	6.16	7.70	9.24	10.78	12.32	13.86	15.40	23.10	38.50	32.34
.12	1.68	3.36	5.04	6.72	8.40	10.08	11.76	13.44	15.12	16.80	25.20	42.00	35.28
.13	1.82	3.64	5.46	7.28	9.10	10.92	12.74	14.56	16.38	18.20	27.30	45.50	38.22
.14	1.96	3.92	5.88	7.84	9.80	11.76	13.72	15.68	17.64	19.60	29.40	49.00	41.16
.15	2.10	4.20	6.30	8.40	10.50	12.60	14.70	16.80	18 90	21.00	31.50	52.50	44.10
.16	2.24	4.48	6.72	8.96	11.20	13.44	15.68	17.92	20.16	22.40	33.60	56.00	47.04
.17	2.38	4.76	7.14	9.52	11.90	14.28	16.66	19.04	21.42	23.80	35.70	59.50	49.98
.18	2.52	5.04	7.56	10.08	12.60	15.12	17.64	20.16	22.68	25.20	37.80	63.00	52.92
.19	2.66	5.32	7.98	10.64	13.30	15.96	18.62	21.28	23.94	26.60	39.90	66.50	55.86
.20	2.80	5.60	8.40	11.20	14.00	16.80	19.60	22.40	25.20	28.00	42.00	70.00	58.80
.21	2.94	5.88	8.82	11.76	14.70	17.64	20.58	23.52	26.46	29.40	44.10	73.50	61.74
.22	3.08	6.16	9.24	12.32	15.40	18.48	21.56	24.64	27.72	30.80	46.20	77.00	64.68
.23	3.22	6.44	9.66	12.88	16.10	19.32	22.54	25.76	28.98	32.20	48.30	80.50	67.62
.24	3.36	6.72	10.08	13.44	16.80	20.16	23.52	26.88	30.24	33.60	50.40	84.00	70.56
.25	3.50	7.00	10.50	14.00	17.50	21.00	24.50	28.00	31.50	35.00	52.50	87.50	73.50
.26	3.64	7.28	10.92	14.56	18.20	21.84	25.48	29.12	32.76	36.40	54.60	91.00	76.44
.27	3.78	7.56	11.34	15.12	18.90	22.68	26.46	30.24	34.02	37.80	56.70	94.50	79.38
.28	3.92	7.84	11.76	15.68	19.60	23.52	27.44	31.36	35.28	39.20	58.80	98.00	82.32
.29	4.06	8.12	12.18	16.24	20.30	24.36	28.42	32.48	36.54	40.60	60.90	101.50	85.26
.30	4.20	8.40	12.60	16.80	21.00	25.20	29.40	33.60	37.80	42.00	63.00	105.00	88.20
.31	4.34	8.68	13.02	17.36	21.70	26.04	30.38	34.72	39.06	43.40	65.10	108.50	91.14
.32	4.48	8.96	13.44	17.92	22.40	26.88	31.36	35.84	40.32	44.80	67.20	112.00	94.08
.33	4.62	9.24	13.86	18.48	23.10	27.72	32.34	36.96	41.58	46.20	69.30	115.50	97.02
.34	4.76	9.52	14.28	19.04	23.80	28.56	33.32	38.08	42.84	47.60	71.40	119.00	99.96
.35	4.90	9.80	14.70	19.60	24.50	29.40	34.30	39.20	44.10	49.00	73.50	122.50	102,90
.36	5.04	10.08	15.12	20.16	25.20	30.24	35.28	40.32	45.36	50.40	75 60	126.00	105.84
.37	5.18	10.36	15.54	20.72	25.90	31.08	36.26	41.44	46.62	51.80	77.70	129.50	108.78
.38	5.32	10.64	15.96	21.28	26.60	31.92	37.24	42.56	47.88	53.20	79.80	133.00	111.72
.39	5.46	10.92	16.38	21.84	27.30	32.76	38.22	43.68	49.14	54.60	81.90	136.50	114.66
.40	5.60	11.20	16.80	22.40	28.00	33.60	39.20	44.80	50.40	56.00	84.00	140.00	117.60
.41	5.74	11.48	17.22	22.96	28.70	34.44	40.18	45.92	51.66	57.40	86.10	143.50	120.54
.42	5.88	11.76	17.64	23.52	29.40	35.28	41.16	47.04	52.92	58.80	88.20	147.00	123.48
.43	6.02	12.04	18.06	24.08	30.10	36.12	42.14	48.16	54.18	60.20	90.30	150.50	126.42
.44	6.16	12.32	18.48	24.64	30.80	36.96	43.12	49.28	55.44	61.60	92.40	154.00	129.36
.45	6.30	12.60	18.90	25.20	31.50	37.80	44.10	50.40	56.70	63.00	94.50	157.50	132.30
.46	6.44	12.88	19.32	25.76	32.20	38.64	45.08	51.52	57.96	64.40	96.60	161.00	135.24
.47	6.58	13.16	19.74	26.32	32.90	39.48	46.06	52.64	59.22	65.80	98.70	164.50	138.18
.48	6.72	13.44	20.16	26.88	33.60	40.32	47.04	53.76	60.48	67.20	100.80	168.00	141.12
.49	6.86	13.72	20.58	27.44	34.30	41.16	48.02	54.88	61.74	68.60	102.90	171.50	144.06
.50	7.00	14.00	21.00	28.00	35.00	42.00	49.00	56.00	63.00	70.00	105.00	175.00	147.00
.60	8.40	16.80	25.20	33.60	42.00	50.40	58.80	67.20	75.60	84.00	126.00	210.00	176.40
.70	9.80	19.60	29.40	39.20	49.00	58.80	68.60	78.40	88.20	98.00	147.00	245.00	205.80
.80	11.20	22.40	33.60	44.80	56.00	67.20	78.40	89.60	100.80	112.00	168.00	280.00	235.20
.90	12.60	25.20	37.80	50.40	63.00	75.60	88.20	100.80	113.40	126.00	189.00	315.00	264.60
1.00	14.00	28.00	42.00	56.00	70.00	84.00	98.00	112.00	126.00	140.00	210 00	350 00	294.00

Courtesy Dorrance, Sullivan & Company

Average Number of Type Characters in a Line

BODONI

Line Width in Picas...	1	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
6 Point.....	3.9	39	46	54	62	70	78	85	93	101	109	117	124	132	140	148	156
7 Point.....	3.4	34	40	47	54	61	68	74	81	88	95	102	108	115	122	129	136
8 Point.....	3.	30	36	42	48	54	60	66	72	78	84	90	96	102	108	114	120
10 Point.....	2.55	26	31	36	41	46	51	56	61	66	71	77	82	87	92	97	102
12 Point.....	2.4	24	28	33	38	43	48	52	57	62	67	72	76	81	86	91	96
14 Point.....	2.1	21	25	29	33	38	42	46	50	54	59	63	67	71	75	80	84
18 Point.....	1.65	17	20	23	27	30	33	36	39	42	46	50	53	56	59	63	66
18 Point ital..	1.75	18	21	24	27	31	35	38	41	45	49	53	56	59	63	67	70
24 Point.....	1.3	13	15	18	20	23	26	28	31	33	36	39	41	44	46	49	52
24 Point ital..	1.3	13	15	18	20	23	26	28	31	33	36	39	41	44	46	49	52
30 Point.....	1.1	11	13	15	17	19	22	24	26	28	30	33	35	37	39	41	44
30 Point ital..	1.1	11	13	15	17	19	22	24	26	28	30	33	35	37	39	41	44
36 Point.....	.95	10	12	14	16	18	19	21	23	25	27	29	31	33	35	37	38

CHELTENHAM

Line Width in Picas...	1	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
8 Point.....	3.45	35	42	49	56	63	69	76	83	90	97	104	111	118	125	132	138
9 Point.....	3.15	32	38	44	50	56	63	69	75	81	88	95	101	107	113	119	126
10 Point.....	2.9	29	35	41	47	53	58	64	70	76	82	87	93	99	105	111	116
11 Point.....	2.7	27	33	38	43	48	54	60	65	70	75	81	87	92	97	102	108
12 Point.....	2.55	26	31	36	41	46	51	56	61	66	71	77	82	87	92	97	102
14 Point.....	2.2	22	27	31	35	39	44	49	53	57	61	66	71	75	79	83	88
20 Point.....	1.8	18	22	26	29	32	36	40	44	47	50	54	58	62	65	68	72
20 Point ital..	1.8	18	22	26	29	32	36	40	44	47	50	54	58	62	65	68	72
24 Point.....	1.45	15	18	21	24	27	29	32	35	38	41	44	47	50	53	56	58
24 Point ital..	1.4	14	17	20	23	26	28	31	34	37	40	42	45	48	51	54	56
30 Point.....	1.2	12	15	17	19	21	24	27	29	31	33	36	39	41	43	45	48
30 Point ital..	1.15	12	14	16	18	20	23	25	27	29	32	35	37	39	41	43	46
36 Point.....	1.	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40

OLD STYLE NO. 1

Line Width in Picas...	1	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
5 Point.....	3.85	39	47	54	61	69	77	85	93	101	108	116	124	132	139	146	154
6 Point.....	3.55	36	43	50	57	64	71	78	85	92	99	107	114	121	128	135	142
7 Point.....	3.25	33	40	46	52	58	65	72	78	84	91	98	105	111	117	123	130
8 Point.....	3.	30	36	42	48	54	60	66	72	78	84	90	96	102	108	114	120
9 Point.....	2.8	28	34	39	44	50	56	62	67	72	78	84	90	95	100	106	112
10 Point.....	2.65	27	32	37	42	47	53	59	64	69	74	80	85	90	95	100	106
11 Point.....	2.55	26	31	36	41	46	51	56	61	66	71	77	82	87	92	97	102
12 Point.....	2.3	23	28	32	36	41	46	51	54	59	64	69	74	78	82	87	92
14 Point....	1.9	19	23	27	31	35	38	42	46	50	54	57	61	65	69	73	76
18 Point.....	1.8	18	22	25	28	32	36	40	43	46	50	54	58	61	64	68	72

SCOTCH ROMAN

Line Width in Picas...	1	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40
6 Point.....	3.35	34	40	47	54	61	67	73	80	87	94	101	107	114	121	128	134
8 Point.....	3.	30	36	42	48	54	60	66	72	78	84	90	96	102	108	114	120
10 Point.....	2.7	27	33	38	43	48	54	60	65	70	75	81	87	92	97	102	108
11 Point.....	2.55	26	31	36	41	46	51	56	61	66	71	77	82	87	92	97	102
11½ Point...	2.4	24	29	34	39	44	48	53	58	63	68	72	77	82	87	92	96
12 Point.....	2.25	23	27	32	36	41	45	50	54	59	63	68	72	77	81	86	90
14 Point.....	1.85	19	23	26	29	33	37	41	44	48	52	56	60	63	66	70	74
18 Point.....	1.5	15	18	21	24	27	30	33	36	39	42	45	48	51	54	57	60
18 Point ital..	1.5	15	18	21	24	27	30	33	36	39	42	45	48	51	54	57	60
24 Point.....	1.15	12	14	16	18	20	23	26	28	30	32	35	37	39	41	43	46
30 Point.....	.9	9	11	13	15	17	18	20	22	24	26	27	29	31	33	35	36

Number of Ems Per Square Inch

Size of Type	1 Sq. In.	2 Sq. In.	3 Sq. In.	4 Sq. In.	5 Sq. In.
4½ point	256	512	768	1024	1280
5 point	207	414	621	829	1036
5½ point	171	342	514	685	856
6 point	144	289	434	579	723
7 point	106	212	318	424	530
8 point	81	162	243	324	405
9 point	64	128	192	256	320
10 point	52	104	156	207	259
11 point	43	85	128	172	214
12 point	36	72	108	144	180

Size of Type	6 Sq. In.	7 Sq. In.	8 Sq. In.	9 Sq. In.	10 Sq. In.
4½ point	1536	1792	2048	2304	2560
5 point	1243	1451	1658	1865	2073
5½ point	1028	1199	1370	1546	1772
6 point	868	1013	1157	1302	1442
7 point	636	742	848	954	1060
8 point	486	567	648	729	810
9 point	384	448	512	576	640
10 point	311	363	415	467	518
11 point	257	301	343	385	428
12 point	216	252	288	324	360

BOOK WORK MEASUREMENT

Table showing the number of ems to a line, and the number of lines contained in 1000 ems of matter, standard book measures. Also the space, in inches, filled by 1000 ems of matter of the different measures.

SIZE OF TYPE	21 Ems Pica			23 Ems Pica			25 Ems Pica		
	No. ems in a line	No. lines 1000 ems	No. inches 1000 ems	No. ems in a line	No. lines 1000 ems	No. inches 1000 ems	No. ems in a line	No. lines 1000 ems	No. inches 1000 ems
6 point	42	24	2	46	21⅔	1¾	50	20	1⅔
8 point	31⅔	32¼	3½	35	28⅝	3¼	37½	26½	3
10 point	25¼	39½	5½	27⅝	36	5	30	33⅓	4⅝
11 point	23	43½	6¾	25	40	6⅛	27¼	36¾	5⅝
12 point	21	48	8	23	43½	7¼	25	40	6⅔

APPROXIMATE NUMBER OF WORDS TO SQUARE INCH

For calculating the number of pages a manuscript will occupy

	Words to sq. in.		Words to sq. in.
5 point, solid	69	10 point, solid	16
5 point, leaded	50	10 point, leaded	16
6 point, solid	47	12 point, solid	14
6 point, leaded	34	12 point, leaded	11
8 point, solid	32	14 point, solid	11
8 point, leaded	23	18 point, solid	7

Stock-Estimating Table

Explanation: Determine the number of pieces that cut out of the size of stock selected, then find that number in the left-hand column. To know the number of sheets required for a given run, locate the run figure at top of column, and the number in that column opposite the number of pieces that will cut out of one sheet will give you the number of sheets required. No waste is figured.

	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
1	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
2	250	500	750	1000	1250	1500	1750	2000	2250	2500
3	167	334	500	667	834	1000	1167	1334	1500	1667
4	125	250	375	500	625	750	875	1000	1125	1250
5	100	200	300	400	500	600	700	800	900	1000
6	84	167	250	334	417	500	584	667	750	834
7	72	143	215	286	358	429	500	572	643	715
8	63	125	188	250	313	375	438	500	563	625
9	56	112	167	223	278	334	389	445	500	556
10	50	100	150	200	250	300	350	400	450	500
11	46	91	137	182	228	273	319	364	410	455
12	42	84	126	168	209	250	292	334	375	417
13	39	77	116	154	193	231	270	308	347	385
14	36	72	108	144	179	215	250	286	322	358
15	34	67	100	134	167	200	234	267	300	334
16	32	63	94	125	157	188	219	250	282	313
17	30	59	89	118	148	177	206	236	265	295
18	28	56	84	112	139	167	195	223	250	279
19	27	53	75	106	132	158	185	211	237	264
20	25	50	79	100	125	150	175	200	225	250
21	24	48	72	96	120	143	167	191	215	239
22	23	46	69	91	114	137	160	182	205	228
23	22	44	66	87	109	131	153	174	196	218
24	21	42	63	84	105	125	146	167	188	209
25	20	40	60	80	100	120	140	160	180	200
26	20	39	58	77	97	116	135	154	174	193
27	19	38	56	75	93	112	130	149	167	186
28	18	36	54	72	90	108	125	143	161	179
29	18	36	54	72	87	103	121	138	156	173
30	17	34	51	67	84	100	117	134	150	167
31	17	33	49	65	81	97	113	130	146	162
32	16	32	47	63	79	94	110	125	141	157
33	16	31	46	61	76	91	107	122	137	152
34	15	30	45	59	74	89	103	118	133	148
35	15	29	43	58	72	86	100	115	129	143
36	14	28	42	56	70	84	98	112	125	139
37	14	28	41	55	68	82	95	109	122	136
38	14	27	40	53	66	79	93	106	119	132
39	13	26	39	52	65	77	90	103	116	131
40	13	25	38	50	63	75	88	100	113	125

Courtesy Seaman Paper Company

Comparative Weights of Paper Sheets

Figured to Nearest Half Pound of Standard Sizes

BOOK PAPERS, COATED AND UNCOATED

*Applies only to Coated Papers

25 x 38 Basis	30	35	40	45	50	60	70	80	90*	100	120*
22 x32	22	26	29½	33½	37	44½	52	59½	66½	74	89
24 x36	27	32	36	41	45	55	64	73	82	91	109
25 x38	30	35	40	45	50	60	70	80	90	100	120
26 x29	24	28	32	36	40	48	56	63	71	79	95
26 x40	33	38	44	49	55	66	77	88	99	109	131
28 x42	37	43	50	56	62	74	87	99	111	124	149
28 x44	39	45	52	58	65	78	91	104	117	130	156
29 x52	48	56	64	72	80	96	112	126	142	158	190
30½x41	39	46	53	59	66	79	92	105	118	132	158
32 x44	44	52	59	67	74	89	104	119	133	148	178
33 x46	48	56	64	72	80	96	112	128	144	160	192
34 x44	47	55	63	71	79	94	110	126	142	157	189
35 x45	50	58	66	75	83	99	116	133	149	166	199
36 x48	54	64	72	82	90	110	128	146	164	182	218
38 x50	60	70	80	90	100	120	140	160	180	200	240
41 x61	78	92	106	118	132	158	184	210	236	264	316
42 x56	74	86	100	112	124	148	174	198	222	248	298
44 x56	78	90	104	116	130	156	182	208	234	260	312
44 x64	88	104	118	134	148	178	208	238	266	296	356

BOND, LEDGER AND FLAT WRITING PAPER

17 x 22 Basis	13	16	20	24	28	32	36	40	44
16 x21	11½	14½	18	21½	25	28½	32½	36	39½
17 x22	**13**	**16**	**20**	**24**	**28**	**32**	**36**	**40**	**44**
18 x23	14½	17½	22	26½	31	35½	40	44½	48½
19 x24	16	19½	24½	29½	34	39	44	49	53½
17 x28	16½	20½	25½	30½	35½	40½	46	51	56
19 x26	17	21	26½	31½	37	42½	47½	53	58
22½x22½	17½	21½	27	32½	38	43½	48½	54	59½
22½x24½	19	23½	29½	35½	41½	47	53	59	65
20 x28	19½	24	30	36	42	48	54	60	66
22 x25½	19½	24	30	36	42	48	54	60	66
24½x24½	21	25½	32	38½	45	51½	58	64	70½
22½x28½	22½	27½	34½	41	48	55	61½	68½	75½
21 x32	23	29	36	43	50	57	65	72	79
16 x42	23	29	36	43	50	57	65	72	79
24½x28½	24½	30	37½	45	52½	59½	67	74½	82
24½x29	24½	30½	38	45½	53	61	68½	76	83½
22 x34	26	32	40	48	56	64	72	80	88
23 x36	29	35	44	53	62	71	80	89	97
18 x46	29	35	44	53	62	71	80	89	97
24 x38	32	39	49	59	68	78	88	98	107
28 x34	33	41	51	61	71	81	92	102	112
25½x44	39	48	60	72	84	96	108	120	132
34 x44	52	64	80	96	112	128	144	160	176

COVER PAPER

20 x 26 Basis	25	35	40	50	65	80	90
20x26	25	35	40	50	65	80	90
23x33	36½	51	58½	73	95	117	131
26x40	50	70	80	100	130	160	180
33x46	73	102	117	146	190	234	262

Ben Day Screens

Ben Day screens are applied to line etchings for the primary purpose of relieving the monotone effect of plain black and white tones. Advertisers employ them—

To make backgrounds

To achieve original effects in border designs

To strengthen parts of an illustration by subduing other parts

To soften the unpleasant effect of large lettering and solid backgrounds

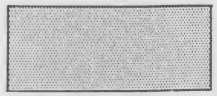
To give individuality to layouts

To relieve blank spaces in illustrations

To produce different gradations of color for printing with but one color of ink

For any kind of line color work; that is, color plates made from a plain black and white line drawing

For tint blocks to be used in conjunction with a halftone key plate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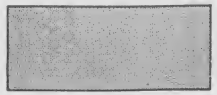
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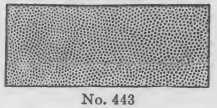
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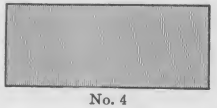
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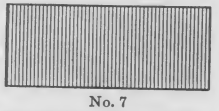
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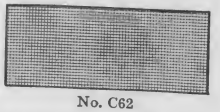
No. 3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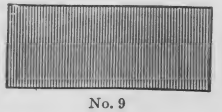
No. 327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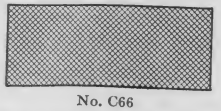
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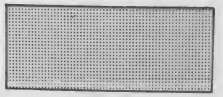
No. 339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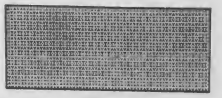
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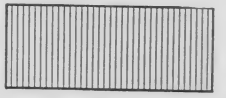
No. 310

No. 5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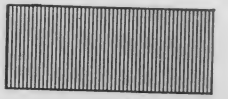
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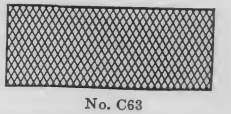

No. C63

No. 333

Figure One

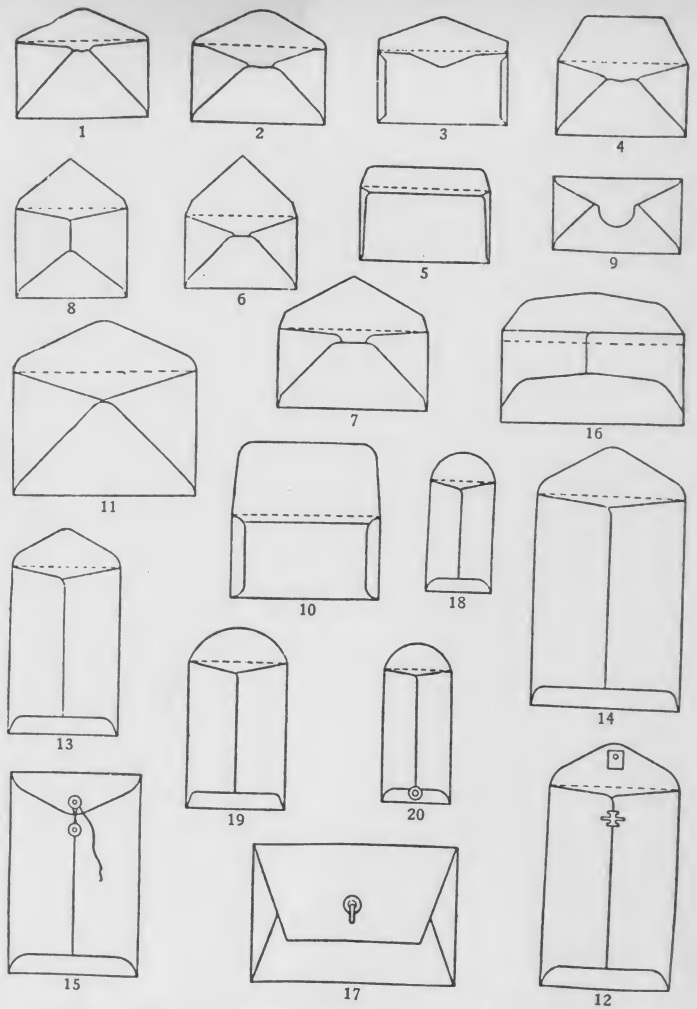
Figure One is an exact reproduction of a plain black and white drawing as originally executed by the artist. To this plate were applied the Ben Day tints as depicted in Figure Two. Solid backgrounds were added by the artist to this original drawing in order to achieve the reverse Ben Day effect partially depicted in Figure Three. (Exhibits courtesy of Rosenow Company.)

Figure Two

Figure Two shows the effect of Ben Day screens laid against the lighter portions of a plain black and white drawing (Figure One). In this process, the tints are applied directly to the line engraving, resulting in a darkening and softening of some of the pure white tones in the picture.

Figure Three

Figure Three shows the effect of Ben Day screens laid against both the black and white solids of a plain black and white drawing (Figure One). In this process, tints are applied to the lighter portions of the negative of the drawing, effecting a reverse color in the finished plate and resulting in a lightening and softening of the solid tones in the picture, and to the lighter portions of the plate itself, which results in a darkening and softening of some of the pure white tones.



STYLES OF ENVELOPES USED IN DIRECT MAIL

1. High Cut Open Side
2. Low Cut Open Side
3. Side Seams Open Side
4. Square Flap Open Side
5. Reverse Face Wallet Flap
6. Open Side Pointed Flap
7. Two Fold Imperial
8. Baronial Open Side
9. Bankers' Safety Open Side
10. Wallet Open Side, Side Seams
11. Penny Saver
12. Columbian Clasp
13. Pamphlet
14. Open End Catalog
15. Open End String & Button
16. Safety Express
17. Single Metal Tongue Reversible
18. Coin
19. Cabinet
20. Tag Envelope

Standard Sizes of Envelopes

PAY

No. 2	2½ x 4¼
No. 1½	2 9/16 x 4

COMMERCIAL

No. 5	3 1/16 x 5½
No. 6	3⅜ x 6
No. 6¼	3½ x 6
No. 6¾	3⅝ x 6½

OFFICIAL

No. 7	3¾ x 6¾
No. 7½	3⅞ x 7½
No. 8½	3⅝ x 8⅜
No. 9	3⅞ x 8⅞
No. 10	4⅛ x 9½
No. 11	4½ x 10⅜
No. 12	4¾ x 11
No. 14	5 x 11½

BARONIAL

No. 4	3⅝ x 4 11/16
No. 5	4⅛ x 5⅛
No. 5½	4⅜ x 5⅝
No. 6	5 x 6

POLICY (Open and Official)

No. 9	4 x 9
No. 10	4⅛ x 9½
No. 11	4½ x 10⅜

CATALOG

No. 0	2½ x 4¼
No. 3	3 x 4½
No. 5	3⅛ x 5½
No. 9	4 x 9
No. 9½	4⅛ x 9½
No. 10	3⅜ x 6
No. 11	4½ x 10⅜
No. 12	4¾ x 10⅞
No. 14	5 x 11½
No. 15	4 x 6⅜
No. 20	3⅞ x 7½
No. 25	4⅝ x 6¾
No. 30	4⅞ x 7¼
No. 35	5 x 7½
No. 40	5⅜ x 7½
No. 45	5¼ x 8
No. 50	5½ x 8¼
No. 55	6 x 9
No. 60	6¼ x 9½
No. 63	6½ x 9½
No. 65	6½ x 10
No. 68	7 x 10
No. 70	7 x 10½
No. 75	7½ x 10½
No. 80	8 x 11
No. 83	8½ x 11½
No. 90	9 x 12
No. 93	9½ x 12½
No. 95	10 x 12
No. 97	10 x 13
No. 105	11½ x 14½

Air Mail and Postal Information

Postal Information

Domestic Mail Matter is divided into four classes:

1st Class—Written matter and matter sealed against inspection. A letter consisting of five full sized business letterheads and a small (6¾ size) envelope weighs about an ounce.....Per oz., 2c
Postal cards (issued by Government).....Each, 1c
Picture post cards and private mailing cards.....Each, 1c
Drop Letters (mailed for local delivery at a Post Office where there is no letter carrier or rural delivery service).....Per oz., 1c

2nd Class—Newspapers and periodicals.....Per 2 ozs., 1c
Special rates to publishers.

3rd Class—Booklets, circulars and other printed matter, proof sheets, manuscript copy accompanying same, and merchandise, 8 ounces or less (over 8 ounces, 4th Class or Parcel Post).....Per 2 ozs., 1½c
Books (over 24 pages), catalogs, seeds, cutting, bulbs and plants, 8 ounces or less (over 8 ounces, 4th Class).....Per 2 ozs., 1c

Parcel Post—4th Class or Parcel Post embraces circulars, books, catalogs, and other matter wholly in print (except newspapers and periodicals entered as second-class matter), together with merchandise, farm and factory products, seeds, bulbs, cuttings, roots, scions and plants, and all other mailable matter not embraced in the first and second classes, exceeding 8 ounces in weight. Rates are computed by the pound, according to distance or zone. See Parcel Post Rates on Page 294.

On parcels collected on rural delivery routes the postage will be 2 cents less than shown in the following table provided they are indorsed "Mailed on rural route" to show that they are not subject to the service charge.

Special Handling—On payment of a special handling postage charge of 10 cents for parcels weighing not more than 2 pounds; 15 cents for parcels weighing more than 2 pounds, but not exceeding 10 pounds, and 20 cents for parcels weighing more than 10 pounds, in addition to the ordinary postage, fourth-class parcels indorsed "Special handling," preferably in the space immediately below the postage stamps and above the address, or which bear the special handling postage stamp provided for such purpose, will receive the expeditious handling, transportation, and delivery accorded to mail of the first class. This special-handling postage charge applies to all parcels containing day-old chicks or baby alligators, which, because of their character, must be given special attention in handling, transportation, and delivery, as well as to other parcels which the sender indicates shall be so treated. The special-handling charge does not include special delivery.

The Special Delivery Fees, in addition to the regular postage, are as follows: For letters and packages of first-class mail not exceeding 2 pounds in weight, 10 cents; on packages of such matter exceeding 2 pounds, but weighing not more than 10 pounds, 20 cents; and on packages exceeding 10 pounds, 25 cents. Mail other than that of the first class will be given the same expeditious handling and transportation as is accorded first-class matter and in addition receive immediate delivery at the office of address upon prepayment of a special delivery fee of 15 cents for parcels weighing not more than 2 pounds, 25 cents for parcels exceeding 2 pounds, but not weighing more than 10 pounds, and 35 cents for parcels exceeding 10 pounds in weight.

The limit of weight of fourth-class matter is 70 pounds in the first, second, and third zones and 50 pounds in all other zones.

The limit of size of fourth-class matter is 84 inches for length and girth combined.

Registry Service—Amount of indemnity fees: First-class mail, in addition to regular postage—Not over $50, 15 cents; not over $100, 20 cents. Return receipt 3 cents extra.

Insurance and C. O. D. Services (Third and Fourth Class Mail). Insurance fees: Value of parcel—Not over $5, 5 cents; not over $25, 8 cents; not over $50, 10 cents; not over $100, 25 cents, in addition to postage.

Return receipt 3 cents extra.

C. O. D. fees: Amount of collection—Not over $10, 12 cents; not over $50, 15 cents; not over $100, 25 cents. Return receipt 3 cents extra.

Air Mail Schedules, Rates and Regulations

The domestic air mail postage rate is 5 cents for the first ounce and 10 cents for each additional ounce. *a*—Daily. *b*—Daily except Sunday. *y*—Daily except Sunday and Holidays. *by*—Daily except Saturday, Sunday, Holidays and days before Holidays. *y*—Sundays and Holidays.

NEW YORK TO CHICAGO

1*a*	3*a*	5*by*	7*a*	(Eastern Time)	2*a*	4*a*	8*by*	6*a*
9.00AM	12 noon	9.20PM	10.15PM	LV New York, N.Y. (Newark Air.) AR	4.54PM	7.24PM	4.36AM	8.06AM
1.11PM	4.26PM	1.46AM	2.41AM	AR Cleveland, Ohio LV	1.30PM	4.00PM	12.48AM	4.18AM
1.31PM	4.46PM	2.01AM	2.56AM	LV Cleveland, Ohio AR	1.10PM	3.40PM	12.28AM	3.58AM
2.24PM	5.39PM	2.54AM	3.49AM	AR Toledo, Ohio LV	12.27PM	2.57PM	11.40PM	3.10AM
2.29PM	5.44PM	2.59AM	3.54AM	LV Toledo, Ohio AR	12.22PM	2.52PM	11.35PM	3.05AM
3.47PM	7.02PM	4.17AM	5.12AM	AR Chicago, Ill. (C. T.) LV	9.30AM	12 noon	8.30PM	12.00PM

CHICAGO TO SAN FRANCISCO

1*a*	3*a*	5*a*		2*a*	4*a*	6*a*
4.30PM	12.00PM	8.45AM	LV Chicago, Ill. (C. T.) AR	7.20AM	11.09AM	10.00PM
6.45PM	.....	11.00AM	LV Iowa City, Iowa LV	5.30AM	9.13AM	8.40PM
.....	3.15AM	12.12PM	LV Des Moines, Iowa LV	4.08AM	.....	7.28PM
9.04PM	4.32AM	1.29PM	AR Omaha, Neb. LV	2.47AM	6.58AM	6.07PM
9.34PM	5.02AM	1.59PM	LV Omaha, Neb. AR	2.17AM	6.28AM	5.37PM
.....	5.40AM	2.37PM	LV Lincoln, Neb. LV	.....	.....	5.11PM
12.23AM	8.06AM	5.03PM	LV North Platte, Neb. LV	11.51PM	.....	3.01PM
2.31AM	10.14AM	7.11PM	AR Cheyenne, Wyo. (M. T.) LV	9.38PM	2.08AM	12.48PM
2.01AM	9.44AM	6.41PM	LV Cheyenne, Wyo. AR	8.08PM	12.38AM	11.18AM
4.50AM	12.33PM	9.30PM	LV Rock Springs, Wyo. LV	.....	.....	.....
6.26AM	2.09PM	11.06PM	AR Salt Lake City, Utah LV	4.18PM	8.48PM	7.28AM
5.56AM	1.39PM	10.36PM	LV Salt Lake City, Utah (P. T.) AR	2.48PM	7.18PM	5.58AM
8.29AM	4.12PM	1.09AM	LV Elko, Nev. LV	12.41PM	.....	3.51AM
11.24AM	7.07PM	4.04AM	LV Reno, Nev. LV	9.59AM	2.44PM	1.09AM
.....	.....	5.20AM	LV Sacramento, Cal. LV	.....	.....	11.54PM
1.18PM	9.01PM	6.08AM	AR San Francisco, Cal.			
			Oakland, Cal. LV	8.00AM	12.45PM	11.00PM

CHICAGO TO PEMBINA, N. D.

7*a*	5*a*	1*a*	(Central Time) May 30, 1931	4*a*	2*a*	6*a*
11.30PM	4.00PM	8.15AM	LV ..... Chicago, Ill. AR	7.15PM	11.45AM	10.45PM
.....	.....	9.03AM	AR ..... Milwaukee, Wis. LV	6.25PM	.....	10.05PM
.....	.....	9.35AM	LV ..... Milwaukee, Wis. AR	6.06PM	.....	.....
.....	.....	10.15AM	LV ..... Fond du Lac, Wis. LV	5.20PM	.....	.....
.....	.....	10.30AM	LV ..... Oshkosh, Wis. LV	5.05PM	.....	.....
.....	.....	10.45AM	LV ..... Appleton, Wis. LV	5.50PM	.....	.....
.....	.....	11.05AM	AR ..... Green Bay, Wis. LV	4.30PM	.....	.....
12.20AM	.....	9.15AM	LV ..... Milwaukee, Wis. AR	6.20PM	.....	.....
.....	.....	11.25AM	LV ..... LaCrosse, Wis. LV	4.20PM	.....	.....
.....	7.00PM	.....	LV ..... Rochester, Minn. LV	.....	9.15AM	.....
3.30AM	7.55PM	12.45PM	LV ..... Minneapolis, Minn. LV	3.00PM	8.30AM	6.45PM
3.45AM	8.05PM	12.55PM	AR ..... St. Paul, Minn. LV	2.45PM	8.15AM	6.30PM
9.00AM	.....	.....	LV ..... St. Paul, Minn. AR	.....	.....	6.12PM
9.20AM	.....	.....	LV ..... Minneapolis, Minn. LV	.....	.....	5.52PM
10.42AM	.....	.....	AR ..... Duluth, Minn. LV	.....	.....	4.30PM
8.00AM	.....	.....	LV ..... St. Paul, Minn. AR	2.05PM		
8.10AM	.....	.....	LV ..... Minneapolis, Minn. LV	2.00PM		
10.35AM	.....	.....	AR ..... Fargo, N. D. LV	11.50AM		
10.35AM	.....	.....	LV ..... Fargo, N. D. AR	11.30AM		
11.13AM	.....	.....	LV ..... Valley City, N. D. LV	10.58AM		
11.36AM	.....	.....	LV ..... Jamestown, N. D. LV	10.35AM		
12.38PM	.....	.....	LV ..... Bismarck, N. D. LV	9.33AM		
12.41PM	.....	.....	AR ..... Mandan, N. D. LV	9.25AM		
11.25AM	.....	.....	LV ..... Grand Forks, N. D. AR	11.00AM		
12.10PM	.....	.....	AR ..... Pembina, N. D. LV	10.15AM		
12.20PM	(Canadian Postal		LV ..... Pembina, N. D. AR	9.55AM	(Canadian Postal	
1.00PM	Service)		AR ..... Winnipeg, Canada LV	9.15AM	Service)	
		3*a*		8*a*		
		10.00AM	LV ..... Chicago, Ill. AR	6.35PM		
		10.30AM	LV ..... Elgin, Ill. LV	6.10PM		
		11.15AM	LV ..... Rockford, Ill. LV	5.30PM		
		11.30AM	LV ..... Janesville, Wis.			
			Beloit, Wis. LV	5.10PM		
		11.55AM	AR ..... Madison, Wis. LV	4.40PM		

Air Mail Schedules, Rates and Regulations

CHICAGO TO DALLAS

5*a*	9*a*	1*a*	3*a*	(Central Time)	8*a*	10*a*	6*a*	2*a*
7.00AM	10.15AM	4.00PM	8.00PM	LV Chicago, Ill. AR	6.25PM	3.45PM	11.10PM	5.40AM
8.50AM	11.55AM	5.40PM	9.50PM	LV Moline, Ill. LV	5.10PM	2.30PM	9.50PM	4.20AM
12.10PM	2.45PM	8.15PM	1.10AM	LV Kansas City, Mo. LV	2.40PM	12 noon	6.40PM	1.10AM
.....	.....		3.15AM	LV Wichita, Kans. LV	.....			11.10PM
.....	.....		4.10AM	LV Ponca City, Okla. LV	.....			10.20PM
.....	5.05PM		.....	LV Tulsa, Okla. LV	12.33PM			.....
.....	6.10PM		5.25AM	LV Oklahoma City, Okla. LV	11.25AM			9.20PM
.....	7.58PM		7.35AM	LV Ft. Worth, Tex. LV	9.50AM			8.00PM
.....	8.18PM		8.00AM	AR Dallas, Tex. LV	9.30AM			7.30PM
.....	.....		4.10AM	LV Ponca City, Okla. AR	.....			10.15PM
.....	.....		5.20AM	AR Tulsa, Okla. LV	.....			9.20PM

CLEVELAND TO PITTSBURGH

a	*a*	(Eastern Time)	*a*	*a*
4.45AM	1.30PM	LV ..... Cleveland, Ohio AR	4.00PM	1.30AM
.....	2.15PM	LV ..... Youngstown, Ohio LV	3.15PM	.....
6.15AM	3.03PM	AR ..... McKeesport, Pa.		
		Pittsburgh, Pa. LV	2.30PM	12.00PM

SALT LAKE CITY TO SAN DIEGO

3*a*	1*a*	(Pacific Time)	2*a*	4*a*
11.45PM	6.30AM	LV ..... Salt Lake City, Utah AR	4.28AM	1.18PM
3.45AM	10.30AM	LV ..... Las Vegas, Nev. LV	12.28AM	9.18AM
6.12AM	12.57PM	AR ..... Los Angeles, Cal. LV	10.01PM	6.51PM
6.22AM	.....	LV ..... Los Angeles, Cal. AR	9.51PM	.....
7.34AM	.....	AR ..... San Diego, Cal. LV	8.39PM	.....

ST. LOUIS TO OMAHA

1*a*	3*a*	(Central Time)	4*a*	2*a*
8.45AM	9.00PM	LV ..... St. Louis, Mo. AR	10.10PM	11.40PM
11.15AM	11.30PM	LV ..... Kansas City, Mo. LV	7.45PM	9.15AM
11.45AM	12.00PM	LV ..... St. Joseph, Mo. LV	7.15PM	8.45AM
1.00PM	1.15AM	AR ..... Omaha, Neb. LV	6.00PM	7.30AM

CHICAGO TO ATLANTA

a	*a*	(Central Time)	*a*	*a*
	9.30PM	LV ..... Chicago, Ill. AR	7.35AM	
	11.25PM	LV ..... Terre Haute, Ind. LV	5.40AM	
	12.30AM	AR ..... Evansville, Ind. LV	4.35AM	
	10.50PM	LV ..... St. Louis, Mo. AR	6.15AM	
	12.30AM	AR ..... Evansville, Ind. LV	4.35AM	
	12.45AM	LV ..... Evansville, Ind. AR	4.20AM	
9.36AM	2.45AM	LV ..... Nashville, Tenn. LV	2.25AM	5.18PM
10.33AM	3.40AM	LV ..... Chattanooga, Tenn. LV	1.15AM	4.18PM
11.28AM	5.10AM	AR ..... Atlanta, Ga. LV	12.00PM	3.20PM

SALT LAKE CITY TO SEATTLE

1*a*	3*a*	(Pacific Time)	2*a*	4*a*
6.30AM	11.45PM	LV ..... Salt Lake City, Utah AR	4.28AM	6.10PM
9.45AM	2.55AM	LV ..... Boise, Idaho LV	1.13AM	2.55PM
1.00PM	5.45AM	LV ..... Pasco, Wash. LV	10.43PM	12.25PM
3.00PM	7.45AM	AR ..... Portland, Ore. LV	8.03PM	10.15AM
	7.55AM	LV ..... Portland, Ore. LV	7.58PM	
	9.10AM	LV ..... Tacoma, Wash. AR	6.43PM	
	9.25AM	AR ..... Seattle, Wash. LV	6.23PM	
	5.55AM	LV ..... Pasco, Wash. AR	9.43PM	
	7.15AM	AR ..... Spokane, Wash. LV	8.23PM	

CHICAGO TO DETROIT

j	*a*	*a*	*y*		*j*	*a*	*y*	*a*
9.45AM	12.30PM	2.30PM	4.30PM	LV Chicago, Ill. (C. T.) AR	10.30AM	3.15PM	5.00PM	7.00PM
1.15PM	4.00PM	6.00PM	8.00PM	AR Detroit, Mich. (E. T.) LV	9.00AM	1.45PM	3.30PM	5.30PM

CHICAGO TO CINCINNATI

a	*a*	(Central Time)	*a*	*a*
8.30AM	12.15AM	LV ..... Chicago, Ill. AR	6.00AM	7.00PM
10.15AM	2.00AM	LV ..... Indianapolis, Ind. LV	4.15AM	5.15PM
12.30PM	4.15AM	AR ..... Cincinnati, Ohio (E. T.) LV	4.00AM	5.00PM

NEW YORK TO MIAMI

1j	3a	5a	7a	(Eastern Time)	2a	4a	6j	8a
5.00AM	3.00PM	9.10PM	9.00AM	LV New York, N.Y. (Newark Air.) AR	5.00AM	9.30AM	9.00PM	6.05PM
5.40AM	3.55PM	10.05PM	9.50AM	LV Philadelphia, Pa. Camden, N. J. LV	4.10AM	8.40AM	8.25PM	5.20PM
6.40AM	.....	.....	10.45AM	LV Baltimore, Md. LV	.....	.....	7.15PM	4.25PM
7.10AM	6.15PM	11.25PM	11.20AM	LV Washington, D. C. LV	2.50AM	7.20AM	6.50PM	3.55PM
	6.25PM	12.35AM	12.45PM	LV Richmond, Va. LV	1.50AM	6.15AM		2.50PM
	8.25PM	2.35AM	2.35PM	LV Greensboro, N. C. LV	11.45PM	4.10AM		1.00PM
	9.20PM	.....	3.30PM	LV Charlotte, N. C. LV	10.50PM	.....		11.45AM
	10.10PM	4.10AM	4.20PM	LV Spartanburg, S. C. LV	10.00PM	2.35AM		10.55AM
	10.35PM	.....	4.45PM	LV Greenville, S. C. LV	9.35PM	.....		10.30AM
	12.10AM	5.55AM	6.05PM	AR Atlanta, Ga. LV	8.00PM	12.45AM		9.00AM
			12.40PM	LV Richmond, Va. AR				2.40PM
			2.10PM	LV Raleigh, N. C. LV				1.20PM
			3.30PM	LV Florence, S. C. LV				11.40AM
			4.30PM	LV Charleston, S. C. LV				10.40AM
			5.30PM	LV Savannah, Ga. LV				9.40AM
			6.40PM	AR Jacksonville, Fla. LV				8.20AM
		6.45AM	10.15AM	LV Atlanta, Ga. AR		12.15AM		5.40PM
		7.40AM	11.10AM	LV Macon, Ga. LV		11.25PM		4.55PM
		10.00AM	1.25PM	LV Jacksonville, Fla. LV		9.15PM		3.00PM
		11.00AM	2.25PM	AR Daytona Beach, Fla. LV		8.05PM		2.00PM
		11.05AM	2.30PM	LV Daytona Beach, Fla. AR		6.05PM		1.45PM
		11.45AM	3.05PM	LV Orlando, Fla. LV		5.35PM		1.15PM
		12.50PM	3.55PM	LV Tampa, Fla. LV		4.30PM		12.25PM
		1.15PM	4.05PM	AR St. Petersburg, Fla. LV		4.15PM		12.10PM
		11.05AM	2.30PM	LV Daytona Beach, Fla. AR		8.00PM		1.45PM
		.....	4.05PM	LV West Palm Beach, Fla. LV		.....		12.15PM
		1.45PM	4.45PM	AR Miami, Fla. LV		5.30PM		11.30AM

BOSTON TO NEW YORK

a	y	j	(Eastern Time)	j	y
11.30AM	5.30PM	6.15PM	LV Boston, Mass. AR	7.50AM	10.05AM
.....	.....	7.30PM	LV Hartford, Conn. LV	6.35AM	.....
1.30PM	7.30PM	8.40PM	AR New York, N. Y. (Newark Airport) LV	5.15AM	8.15AM

NEW YORK TO LOS ANGELES

1a	3		2	4a
10.45AM	.....	LV New York, N.Y. (Newark Airp't) (E.T.) AR	.....	8.44PM
11.24AM	.....	AR Philadelphia, Pa. LV	.....	8.08PM
11.34AM	.....	LV Philadelphia, Pa. AR	.....	7.58PM
12.27PM	.....	AR Harrisburg, Pa. LV	.....	7.09PM
12.37PM	.....	LV Harrisburg, Pa. AR	.....	6.59PM
2.10PM	.....	AR Pittsburgh, Pa. LV	.....	5.33PM
2.20PM	.....	LV Pittsburgh, Pa. AR	.....	5.23PM
3.47PM	.....	AR Columbus, Ohio (E. T.) LV	.....	4.03PM
2.57PM	.....	LV Columbus, Ohio (C. T.) AR	.....	2.53PM
4.36PM	.....	AR Indianapolis, Ind. LV	.....	1.22PM
4.46PM	.....	LV Indianapolis, Ind. AR	.....	1.12PM
6.53PM	.....	AR St. Louis, Mo. LV	.....	11.15AM
7.05PM	.....	LV St. Louis, Mo. AR	.....	11.05AM
9.10PM	.....	AR Kansas City, Mo. LV	.....	9.10AM

j	a		a	j
9.30PM	8.30AM	LV Kansas City, Mo. AR	10.00PM	4.24AM
10.54PM	10.15AM	AR Wichita, Kans. LV	8.32PM	3.06AM
10.59PM	10.25AM	LV Wichita, Kans. AR	8.22PM	3.01AM
1.26AM	1.00PM	AR Amarillo, Tex. (C. T.) LV	5.51PM	12.45AM
12.31AM	12.10PM	LV Amarillo, Tex. (M. T.) AR	4.41PM	11.40PM
2.54AM	2.35PM	AR Albuquerque, N. M. LV	2.12PM	9.28PM
2.59AM	2.45PM	LV Albuquerque, N. M. AR	2.02PM	9.23PM
4.53AM	4.50PM	AR Winslow, Ariz. (M. T.) LV	12.03PM	7.39PM
3.58AM	4.00PM	LV Winslow, Ariz. (P. T.) AR	10.53AM	6.32PM
7.42AM	8.00PM	AR Los Angeles, Cal. LV	7.00AM	3.05PM

5a			6a
11.20AM	.....	LV St. Louis, Mo. (C. T.) AR	1.39PM
1.09PM	.....	AR Springfield, Mo. LV	12 noon
1.19PM	.....	LV Springfield, Mo. AR	11.50AM
2.58PM	.....	AR Tulsa, Okla. LV	10.20AM
3.08PM	.....	LV Tulsa, Okla. AR	10.10AM
4.07PM	.....	AR Oklahoma City, Okla. LV	9.16AM
4.17PM	.....	LV Oklahoma City, Okla. AR	9.06AM
6.35PM	.....	AR Amarillo, Tex. (C. T.) LV	7.00AM

CHICAGO TO ST. LOUIS

a	a	(Central Time)	a	a
8.00AM	10.30AM	LV Chicago, Ill. AR	3.51PM	6.28PM
9.30AM	.....	LV Springfield, Ill. LV	.....	5.02PM
10.25AM	12.47PM	AR St. Louis, Mo. LV	1.45PM	4.15PM

CLEVELAND TO NASHVILLE

j	a	(Eastern Time)	a	j
1.30PM	3.30AM	LV Cleveland, Ohio AR	11.49PM	4.10PM
1.55PM	4.05AM	LV Akron, Ohio LV	11.23PM	3.45PM
	5.25AM	LV Columbus, Ohio LV	10.17PM	
	6.00AM	LV Springfield, Ohio LV	9.47PM	
	6.10AM	LV Dayton, Ohio LV	9.29PM	
	6.50AM	AR Cincinnati, Ohio (C. T.) LV	8.50PM	
	7.00AM	LV Cincinnati, Ohio AR	7.46PM	
	7.49AM	AR Louisville, Ky. LV	6.59PM	
	7.54AM	LV Louisville, Ky. AR	6.54PM	
	9.21AM	AR Nashville, Tenn. LV	5.33PM	

BAY CITY TO CHICAGO

j		j
4.25PM	LV Bay City, Mich. (E. T.) AR	12.50PM
4.35PM	LV Saginaw, Mich. LV	12.40PM
5.05PM	LV Flint, Mich. LV	12.10PM
5.45PM	LV Lansing, Mich. LV	11.25AM
5.35PM	AR Kalamazoo, Mich. (C. T.) LV	9.40AM
5.40PM	LV Kalamazoo, Mich. AR	9.35AM
6.20PM	AR South Bend, Ind. Mishawaka, Ind. LV	8.55AM
6.25PM	LV South Bend, Ind. Mishawaka, Ind. AR	8.50AM
7.20PM	AR Chicago, Ill. LV	8.00AM

ALBANY TO CLEVELAND

b	(Eastern Time)	b
6.45PM	LV Albany, N. Y. AR	10.15AM
7.00PM	LV Schenectady, N. Y. LV	10.05AM
8.25PM	LV Syracuse, N. Y. LV	8.50AM
9.25PM	LV Rochester, N. Y. LV	8.00AM
10.00PM	AR Buffalo, N. Y. LV	7.15AM
10.20PM	LV Buffalo, N. Y. AR	7.00AM
12.50AM	AR Cleveland, Ohio LV	5.00AM

SEATTLE TO SAN DIEGO

a	(Pacific Time)	a
7.00PM	LV Seattle, Wash. AR	11.00AM
7.20PM	LV Tacoma, Wash. LV	10.30AM
8.45PM	LV Vancouver, Wash. Portland, Ore. LV	9.20AM
11.05PM	LV Medford, Ore. LV	7.00AM
3.00AM	LV San Francisco, Cal. Oakland, Cal. LV	3.45AM
4.25AM	LV Fresno, Cal. LV	1.55AM
5.35AM	LV Bakersfield, Cal. LV	12.45AM
6.50AM	LV Los Angeles, Cal. LV	11.45PM
8.10AM	AR San Diego, Cal. LV	10.15PM
5.00AM	LV San Francisco, Cal. AR	7.25PM
5.25AM	AR San Jose, Cal. LV	7.00PM

NEW ORLEANS TO HOUSTON

a	(Central Time)	a
11.30AM	LV New Orelans, La. AR	12.30PM
2.25PM	LV Beaumont, Tex. LV	9.40AM
3.15PM	AR Houston, Tex. LV	8.45AM

ATLANTA TO LOS ANGELES

(Central Time)	
8.20AM LV Atlanta, Ga. AR	3.09PM
9.34AM AR Birmingham, Ala. LV	1.59PM
9.44AM LV Birmingham, Ala. AR	1.49PM
11.40AM AR Jackson, Miss. LV	11.59AM
12.00M LV Jackson, Miss. AR	11.39AM
1.55PM AR Shreveport, La. LV	9.47AM
2.00PM LV Shreveport, La. AR	9.40AM
3.33PM AR Dallas, Tex. LV	8.10AM
3.38PM LV Dallas, Tex. AR	8.03AM
4.00PM AR Ft. Worth, Tex. LV	7.45AM
8.10AM LV Dallas, Tex. (C. T.) AR	7.20PM
8.26AM AR Fort Worth, Tex. LV	7.05PM
8.31AM LV Fort Worth, Tex. AR	7.00PM
10.40AM AR Big Spring, Tex. (C. T.) LV	5.00PM
10.00AM LV Big Spring, Tex. (M. T.) AR	3.40PM
12.36PM AR El Paso, Tex. LV	1.18PM
12.56PM LV El Paso, Tex. AR	12.58PM
2.39PM AR Douglas, Ariz. LV	11.22AM
2.44PM LV Douglas, Ariz. AR	11.17AM
3.38PM AR Tucson, Ariz. LV	10.28AM
3.43PM LV Tucson, Ariz. AR	10.23AM
4.40PM AR Phoenix, Ariz. (M. T.) LV	9.41AM
4.00PM LV Phoenix, Ariz. (P. T.) AR	8.21AM
7.11PM AR Los Angeles, Cal. (P. T.) LV	5.35AM
4.55PM LV Big Spring, Tex. (C. T.) AR	10.35AM
5.55PM AR San Angelo, Tex. LV	9.35AM
6.00PM LV San Angelo, Tex. AR	9.30AM
8.00PM AR San Antonio, Tex. (C. T.) LV	7.30AM

DALLAS TO BROWNSVILLE

a	(Central Time)	a
7.45AM	LV Dallas, Tex. AR	7.35PM
8.15AM	LV Fort Worth, Tex. LV	7.15PM
9.20AM	LV Waco, Tex. LV	6.15PM
10.25AM	LV Austin, Tex. LV	5.10PM
11.20AM	LV San Antonio, Tex. LV	4.15PM
2.05PM	AR Brownsville, Tex. LV	1.25PM

Parcel Post Rates

(Including Two-Cent Service Charge)

Weight in Pounds	Local	Zones							
		First, Up to 50 Miles	Second, Up to 150 Miles	Third, 150 to 300 Miles	Fourth, 300 to 600 Miles	Fifth, 600 to 1,000 Miles	Sixth, 1,000 to 1,400 Miles	Seventh, 1,400 to 1,800 Miles	Eighth, Over 1,800 Miles
1	$0.07	$0.07	$0.07	$0.08	$0.08	$0.09	$0.10	$0.12	$0.13
2	.08	.08	.08	.10	.12	.15	.18	.22	.25
3	.08	.09	.09	.12	.16	.21	.26	.32	.37
4	.09	.10	.10	.14	.20	.27	.34	.42	.49
5	.09	.11	.11	.16	.24	.33	.42	.52	.61
6	.10	.12	.12	.18	.28	.39	.50	.62	.73
7	.10	.13	.13	.20	.32	.45	.58	.72	.85
8	.11	.14	.14	.22	.36	.51	.66	.82	.97
9	.11	.15	.15	.24	.40	.57	.74	.92	1.09
10	.12	.16	.16	.26	.44	.63	.82	1.02	1.21
11	.12	.17	.17	.28	.48	.69	.90	1.12	1.33
12	.13	.18	.18	.30	.52	.75	.98	1.22	1.45
13	.13	.19	.19	.32	.56	.81	1.06	1.32	1.57
14	.14	.20	.20	.34	.60	.87	1.14	1.42	1.69
15	.14	.21	.21	.36	.64	.93	1.22	1.52	1.81
16	.15	.22	.22	.38	.68	.99	1.30	1.62	1.93
17	.15	.23	.23	.40	.72	1.05	1.38	1.72	2.05
18	.16	.24	.24	.42	.76	1.11	1.46	1.82	2.17
19	.16	.25	.25	.44	.80	1.17	1.54	1.92	2.29
20	.17	.26	.26	.46	.84	1.23	1.62	2.02	2.41
21	.17	.27	.27	.48	.88	1.29	1.70	2.12	2.53
22	.18	.28	.28	.50	.92	1.35	1.78	2.22	2.65
23	.18	.29	.29	.52	.96	1.41	1.86	2.32	2.77
24	.19	.30	.30	.54	1.00	1.47	1.94	2.42	2.89
25	.19	.31	.31	.56	1.04	1.53	2.02	2.52	3.01
26	.20	.32	.32	.58	1.08	1.59	2.10	2.62	3.13
27	.20	.33	.33	.60	1.12	1.65	2.18	2.72	3.25
28	.21	.34	.34	.62	1.16	1.71	2.26	2.82	3.37
29	.21	.35	.35	.64	1.20	1.77	2.34	2.92	3.49
30	.22	.36	.36	.66	1.24	1.83	2.42	3.02	3.61
31	.22	.37	.37	.68	1.28	1.89	2.50	3.12	3.73
32	.23	.38	.38	.70	1.32	1.95	2.58	3.22	3.85
33	.23	.39	.39	.72	1.36	2.01	2.66	3.32	3.97
34	.24	.40	.40	.74	1.40	2.07	2.74	3.42	4.09
35	.24	.41	.41	.76	1.44	2.13	2.82	3.52	4.21
36	.25	.42	.42	.78	1.48	2.19	2.90	3.62	4.33
37	.25	.43	.43	.80	1.52	2.25	2.98	3.72	4.45
38	.26	.44	.44	.82	1.56	2.31	3.06	3.82	4.57
39	.26	.45	.45	.84	1.60	2.37	3.14	3.92	4.69
40	.27	.46	.46	.86	1.64	2.43	3.22	4.02	4.81
41	.27	.47	.47	.88	1.68	2.49	3.30	4.12	4.93
42	.28	.48	.48	.90	1.72	2.55	3.38	4.22	5.05
43	.28	.49	.49	.92	1.76	2.61	3.46	4.32	5.17
44	.29	.50	.50	.94	1.80	2.67	3.54	4.42	5.29
45	.29	.51	.51	.96	1.84	2.73	3.62	4.52	5.41
46	.30	.52	.52	.98	1.88	2.79	3.70	4.62	5.53
47	.30	.53	.53	1.00	1.92	2.85	3.78	4.72	5.65
48	.31	.54	.54	1.02	1.96	2.91	3.86	4.82	5.77
49	.31	.55	.55	1.04	2.00	2.97	3.94	4.92	5.89
50	.32	.56	.56	1.06	2.04	3.03	4.02	5.02	6.01
51	.32	.57	.57	1.08	.....	.....	.....	.....	.....
52	.33	.58	.58	1.10	.....	.....	.....	.....	.....
53	.33	.59	.59	1.12	.....	.....	.....	.....	.....
54	.34	.60	.60	1.14	.....	.....	.....	.....	.....
55	.34	.61	.61	1.16	.....	.....	.....	.....	.....
56	.35	.62	.62	1.18	.....	.....	.....	.....	.....
57	.35	.63	.63	1.20	.....	.....	.....	.....	.....
58	.36	.64	.64	1.22	.....	.....	.....	.....	.....
59	.36	.65	.65	1.24	.....	.....	.....	.....	.....
60	.37	.66	.66	1.26	.....	.....	.....	.....	.....
61	.37	.67	.67	1.28	.....	.....	.....	.....	.....
62	.38	.68	.68	1.30	.....	.....	.....	.....	.....
63	.38	.69	.69	1.32	.....	.....	.....	.....	.....
64	.39	.70	.70	1.34	.....	.....	.....	.....	.....
65	.39	.71	.71	1.36	.....	.....	.....	.....	.....
66	.40	.72	.72	1.38	.....	.....	.....	.....	.....
67	.40	.73	.73	1.40	.....	.....	.....	.....	.....
68	.41	.74	.74	1.42	.....	.....	.....	.....	.....
69	.41	.75	.75	1.44	.....	.....	.....	.....	.....
70	.42	.76	.76	1.46	.....	.....	.....	.....	.....

Foreign Postage Rates

Table showing the Foreign Countries and Places to which letters may be sent at the rate of two cents an ounce—all other foreign countries is five cents for the first ounce and three cents for each additional ounce.

Country, etc.	Time Required to Reach Destination from New York	Postal cards (cents)	PRINTED MATTER	
			LIMIT OF WEIGHT	
			Printed matter in general	Single volumes of printed books
Argentina	19	1	8 pounds 12 ounces..	11 pounds
Bahamas	4	2	4 pounds 6 ounces..	6 pounds 9 ounces
Barbados	13	2	4 pounds 6 ounces..	6 pounds 9 ounces
Bermuda	3	2	4 pounds 6 ounces..	6 pounds 9 ounces
Bolivia	19	1	8 pounds 12 ounces..	11 pounds
Brazil	14	1	8 pounds 12 ounces..	11 pounds
British Honduras	7	2	4 pounds 6 ounces..	6 pounds 9 ounces
Caicos Islands	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Canada	2	1	4 pounds 6 ounces*.	11 pounds
Cayman Islands	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Colombia	10	1	8 pounds 12 ounces..	11 pounds
Cook Islands	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Costa Rica	14	1	8 pounds 12 ounces..	11 pounds
Cuba	4	1	8 pounds 12 ounces*.	No limit
Dominican Republic	11	1	8 pounds 12 ounces..	11 pounds
Dutch West Indies (see note)	10	2	4 pounds 6 ounces..	6 pounds 9 ounces
Ecuador	19	1	8 pounds 12 ounces..	11 pounds
England	6	2	4 pounds 6 ounces..	6 pounds 9 ounces
Guatemala	8	1	8 pounds 12 ounces..	11 pounds
Haiti	7	2	4 pounds 6 ounces..	6 pounds 9 ounces
Honduras, Republic of	8	1	8 pounds 12 ounces..	11 pounds
Ireland, Northern	10	2	4 pounds 6 ounces..	6 pounds 9 ounces
Irish Free State	10	2	4 pounds 6 ounces..	6 pounds 9 ounces
Jamaica	5	2	4 pounds 6 ounces..	6 pounds 9 ounces
Labrador	3	2	4 pounds 6 ounces..	6 pounds 9 ounces
Leeward Islands (see note)	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Mexico	5	1	8 pounds 12 ounces*.	No limit
Newfoundland	3	2	4 pounds 6 ounces..	6 pounds 9 ounces
Netherlands West Indies (see note)	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
New Zealand	30	2	4 pounds 6 ounces..	6 pounds 9 ounces
Nicaragua	14	1	8 pounds 12 ounces..	11 pounds
Panama	8	1	8 pounds 12 ounces*.	No limit
Paraguay	19	1	8 pounds 12 ounces..	11 pounds
Peru	14	1	8 pounds 12 ounces..	11 pounds
Salvador	9	1	8 pounds 12 ounces..	No limit
Samoa, Western (British)	19	2	4 pounds 6 ounces..	6 pounds 9 ounces
Scotland	8	2	4 pounds 6 ounces..	6 pounds 9 ounces
Spain	14	1	8 pounds 12 ounces..	11 pounds
Tobago	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Trinidad	9	2	4 pounds 6 ounces..	6 pounds 9 ounces
Turks Islands	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces
Uruguay	18	1	8 pounds 12 ounces..	11 pounds
Wales	8	2	4 pounds 6 ounces..	6 pounds 9 ounces
Windward Islands (see note)	11	2	4 pounds 6 ounces..	6 pounds 9 ounces
To all other foreign countries and places in foreign countries	.....	2	4 pounds 6 ounces..	6 pounds 9 ounces

*Second-class matter may be sent without limit of weight.

NOTE.—*Leeward Islands:* Antigua, Anguilla, Barbuda, Dominica, Montserrat, Nevis, Redonda, St. Christopher or Saint Kitts and Virgin Islands (British). *Netherlands (Dutch) West Indies:* Aruba, Bonaire, Curacao-Saba, Saint Eustatius and the Dutch part of Saint Martins. *Spanish Colonies:* Balearic Islands, Canary Islands and Morocco (Alcazarquivir, Alhucemas Island, Arcila, Ceuta, Chaferinas or Zafarani Islands, Melilla, Monte Arruit, Nador, Penon de la Gomera or Velez, Rincon de Medik, Rio Martin, Segangan, Tangier, and Zeluan). *Windward Islands:* Grenada, Grenadines, Saint Lucia, and Saint Vincent.

Air Express Rates

Key to Rate Base Numbers given below

FROM \ TO	Akron	Albuquerque	Amarillo	Bay City	Cheyenne	Chicago	Cincinnati	Cleveland	Columbus	Dallas	Davenport	Dayton	Denver	Des Moines	Detroit	El Paso	Ft. Worth	Grand Rapids	Great Falls	Green Bay	Indianapolis	Kalamazoo	Kansas City	Lincoln, Neb.
Akron, Ohio	..	8	8	5	8	3	3	3	3	6	5	3	8	6	3	8	6	5	8	5	5	5	6	6
Albuquerque, N. M.	8	..	6	8	4	7	8	8	8	6	7	8	4	7	8	4	6	8	7	8	8	8	6	6
Amarillo, Tex.	8	6	..	8	5	7	8	8	8	6	7	8	4	7	8	6	6	8	7	8	8	8	6	6
Bay City, Mich.	5	8	8	..	8	3	5	3	5	6	5	5	8	6	2	8	6	2	8	5	5	3	6	6
Cheyenne, Wyo.	8	4	5	8	..	7	8	8	8	6	7	8	3	7	8	5	6	8	6	8	8	8	6	6
Chicago, Ill.	3	7	7	3	7	..	3	3	3	5	3	3	7	3	3	7	5	2	7	3	3	2	3	3
Cincinnati, Ohio	3	8	8	5	8	3	..	3	3	6	5	3	8	6	3	8	6	5	8	6	3	5	6	6
Cleveland, Ohio	3	8	8	3	8	3	3	..	3	6	5	3	8	6	3	8	6	3	8	5	3	5	6	6
Columbus, Ohio	3	8	8	5	8	3	3	3	..	6	5	3	8	6	3	8	6	5	8	6	5	5	6	6
Dallas, Tex.	6	6	6	6	6	5	6	6	6	..	5	6	6	7	6	6	3	6	7	6	6	6	5	6
Davenport, Ia.	5	7	7	5	7	3	5	5	5	5	..	5	7	6	5	7	5	5	7	5	5	5	3	6
Dayton, Ohio	3	8	8	5	8	3	3	3	3	6	5	..	8	6	3	8	6	5	8	6	5	5	6	6
Denver, Colo.	8	4	4	8	3	7	8	8	8	6	7	8	..	7	8	5	6	8	6	8	8	8	6	6
Des Moines, Ia.	6	7	7	6	7	3	6	6	6	7	6	6	7	..	6	7	7	6	7	6	6	6	6	3
Detroit, Mich.	3	8	8	2	8	3	3	3	3	6	5	3	8	6	..	8	6	2	8	5	5	2	6	6
El Paso, Tex.	8	4	6	8	5	7	8	8	8	6	7	8	5	7	8	..	6	8	7	8	8	8	6	6
Ft. Worth, Tex.	6	6	6	6	6	5	6	6	6	3	5	6	6	7	6	6	..	6	7	6	6	6	5	6
Grand Rapids, Mich.	5	8	8	2	8	2	5	3	5	6	5	5	8	6	2	8	6	..	8	5	5	1	6	6
Great Falls, Mont.	8	7	7	8	6	7	8	8	8	7	7	8	6	7	8	7	7	8	..	8	8	8	7	6
Green Bay, Wis.	5	8	8	5	8	3	3	3	3	6	5	6	8	6	5	8	6	5	8	..	6	5	6	6
Indianapolis, Ind.	5	8	8	5	8	3	3	3	5	5	6	5	5	8	6	5	8	6	5	8	..	5	6	6
Kalamazoo, Mich.	5	8	8	3	8	2	5	3	5	6	5	5	8	6	2	8	6	1	8	5	5	..	6	6
Kansas City, Mo.	6	6	6	6	6	3	6	6	6	5	3	6	6	6	6	6	5	6	7	6	6	6	..	6
Lincoln, Neb.	6	6	6	6	6	3	6	6	6	6	6	6	6	6	3	6	6	6	6	6	6	6	6	..
Los Angeles, Cal.	8	6	6	8	6	7	8	8	8	6	7	8	6	7	8	6	6	8	6	8	8	8	6	6
Louisville, Ky.	3	8	8	5	8	3	3	3	3	6	5	3	8	6	3	8	6	5	8	6	3	5	6	6
Milwaukee, Wis.	5	8	8	5	8	3	5	5	5	6	5	5	8	6	5	8	6	5	8	3	5	5	6	6
Minneapolis, Minn.	6	8	8	6	8	3	6	6	6	6	5	6	8	6	6	8	6	6	8	3	6	6	6	6
Moline, Ill.	5	7	7	5	7	3	5	5	5	5	..	5	7	6	5	7	5	5	7	5	5	5	3	6
New York, N. Y.	5	8	8	5	8	3	5	3	5	6	5	5	8	6	3	8	6	5	8	5	5	5	6	6
Oklahoma City, Okla.	6	6	6	6	6	5	6	6	6	3	5	6	6	7	6	6	3	6	7	6	6	6	3	6
Omaha, Neb.	6	6	6	6	6	3	6	6	6	6	6	6	6	3	6	6	6	6	6	6	6	6	6	3
Pittsburgh, Pa.	5	8	8	5	8	3	5	1	5	6	5	5	8	6	3	8	6	5	8	5	5	5	6	6
Portland, Ore.	8	7	7	8	6	7	8	8	8	7	7	8	6	7	8	7	7	8	6	8	8	8	7	6
Sacramento, Cal.	8	6	6	8	6	7	8	8	8	6	7	8	6	7	8	6	6	8	6	8	8	8	7	6
St. Joseph, Mo.	6	7	7	6	7	3	6	6	6	5	3	6	7	6	6	7	5	6	7	6	6	6	2	6
St. Paul, Minn.	6	8	8	6	8	3	6	6	6	6	5	6	8	6	6	8	6	6	8	3	6	6	6	6
Salt Lake City, Utah	8	6	6	8	6	7	8	8	8	6	7	8	6	7	8	6	6	8	5	8	8	8	7	6
San Diego, Cal.	8	6	6	8	6	7	8	8	8	6	7	8	6	7	8	6	6	8	6	8	8	8	6	6
San Francisco, Cal.	8	6	6	8	6	7	8	8	8	6	7	8	6	7	8	6	6	8	6	8	8	8	7	6
Seattle, Wash.	8	7	7	8	6	7	8	8	8	7	7	8	6	7	8	7	7	8	6	8	8	8	7	6
South Bend, Ind.	5	8	8	3	8	1	5	3	5	6	5	5	8	6	3	8	6	1	8	5	5	1	6	6
Spokane, Wash.	8	7	7	8	6	7	8	8	8	7	7	8	6	7	8	7	7	8	6	8	8	8	7	6
Toledo, Ohio	3	8	8	3	8	3	3	3	3	6	5	3	8	6	3	8	6	3	8	5	5	3	6	6
Tulsa, Okla.	6	6	6	6	6	5	6	6	6	3	5	6	6	7	6	6	3	6	7	6	6	6	3	6
Washington, D. C.	5	8	8	5	8	3	5	2	5	6	5	5	8	6	3	8	6	5	8	5	5	5	6	6
Wichita, Kans.	6	6	6	6	6	5	6	6	6	3	5	6	6	7	6	6	3	6	7	6	6	6	3	6
Wichita Falls, Kans.	8	6	6	8	6	7	8	8	8	3	7	8	6	7	8	6	3	8	7	8	8	8	6	6
Youngstown, Ohio	5	8	8	5	8	3	5	1	5	6	5	5	8	6	3	8	6	5	8	5	5	5	6	6

The Air Express charges in this tariff are based upon a measurement of not more than 50 cubic inches to each quarter pound and upon a valuation of not to exceed $50.00 for packages weighing less than 100 pounds or 50 cents per pound actual weight for packages weighing over 100 pounds When cubic measurement exceeds 50 cubic inches per quarter pound charges will be assessed in accordance with Note 1 below. When declared value exceeds $50.00 (or 50 cents per pound on shipments weighing over 100 pounds) the excess valuation charges shown in Note 2 below must be assessed. Charges must be computed separately for each package when shipments consist of more than one package. Fractional weights of less than four ounces will be considered as one-quarter pound in computing charges.

Between Airports Where Rate Base Number Shown Above Is	Air Express Charge Per Quarter Pound (or 50 Cubic Inches) Is	Minimum Air Express Charge Per Package Is
1	15 cents	$0.60
2	20 cents	.80
3	25 cents	1.00
4	30 cents	1.20
5	40 cents	1.60
6	50 cents	2.00
7	60 cents	2.40
8	65 cents	2.60

Note 1. Light and Bulky Packages. The rates shown above are based upon a cubic measurement of not more than 50 cubic inches to each quarter pound. When any package exceeds this basis it

Air Express Rates

Key to Rate Base Numbers given below

FROM \ TO	Los Angeles	Louisville	Milwaukee	Minneapolis	Moline	New York	Oklahoma City	Omaha	Pittsburgh	Portland	Sacramento	St. Joseph, Mo.	St. Paul	Salt Lake City	San Diego	San Francisco	Seattle	South Bend	Spokane	Toledo	Tulsa	Washington	Wichita	Wichita Falls
Akron, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	5	8	3	6	5	6	8
Albuquerque, N. M.	6	8	8	8	7	8	6	6	8	7	6	7	8	6	6	6	6	7	8	6	8	6	6	6
Amarillo, Tex.	6	8	8	8	7	8	6	6	8	7	6	7	8	6	6	6	6	7	8	6	8	6	6	6
Bay City, Mich.	6	5	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	8	6
Cheyenne, Wyo.	6	8	8	8	7	8	6	6	8	7	6	7	8	6	6	6	6	7	8	6	8	6	6	6
Chicago, Ill.	7	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	7	7
Cincinnati, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	6	8
Cleveland, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	6	8
Columbus, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	6	8
Dallas, Tex.	6	6	6	6	5	6	3	6	6	7	6	7	6	6	6	6	6	6	7	6	3	6	3	3
Davenport, Ia.	7	5	5	5	..	5	5	6	5	7	7	3	5	7	7	7	7	5	7	5	5	5	5	7
Dayton, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	3	8	3	6	5	6	8
Denver, Colo.	6	8	8	8	7	8	6	6	8	6	6	7	8	6	6	6	6	7	8	6	6	6	6	6
Des Moines, Ia.	7	6	6	6	6	6	7	3	6	7	7	6	7	8	6	6	7	7	8	6	6	7	7	7
Detroit, Mich.	8	3	5	6	5	5	6	6	3	8	8	6	6	8	8	8	8	3	8	3	6	6	6	8
El Paso, Tex.	6	8	8	8	7	8	6	6	8	7	6	7	8	6	6	6	6	7	8	6	6	7	6	6
Ft. Worth, Tex.	6	6	6	6	5	6	3	6	6	7	6	6	6	6	6	6	6	7	6	6	3	6	3	3
Grand Rapids, Mich.	8	5	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	1	8	3	6	5	6	8
Great Falls, Mont.	6	8	8	8	7	8	6	6	8	6	6	7	8	5	6	6	6	8	6	8	5	7	8	7
Green Bay, Wis.	8	6	3	3	5	5	6	6	5	8	8	6	6	8	8	8	8	5	8	5	6	5	6	8
Indianapolis, Ind.	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	5	8	5	6	5	6	8
Kalamazoo, Mich.	8	5	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	1	8	3	6	5	6	8
Kansas City, Mo.	6	6	6	6	3	6	3	6	6	7	7	2	6	7	6	6	7	6	7	6	6	3	6	6
Lincoln, Neb.	6	6	6	6	6	6	3	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Los Angeles, Cal.	..	8	8	8	7	8	6	6	8	6	6	7	8	6	3	3	8	8	6	8	6	8	6	6
Louisville, Ky.	8	..	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	5	8	3	6	5	6	8
Milwaukee, Wis.	8	5	..	3	5	5	6	6	5	8	8	6	3	8	8	8	8	5	8	5	6	5	6	8
Minneapolis, Minn.	8	6	3	..	5	6	6	6	6	8	8	6	3	8	8	8	8	6	8	6	6	6	6	8
Moline, Ill.	7	5	5	5	..	5	5	6	5	7	7	3	5	7	7	7	7	5	7	5	5	5	5	7
New York, N. Y.	8	5	5	6	5	..	6	6	5	8	8	6	6	8	8	8	8	5	8	3	6	5	6	8
Oklahoma City, Okla.	6	6	6	6	5	6	..	6	6	7	6	3	6	6	6	6	6	7	6	6	3	6	3	6
Omaha, Neb.	6	6	6	6	6	6	6	..	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Pittsburgh, Pa.	8	5	5	6	5	5	6	6	..	8	8	6	6	8	8	8	8	5	8	3	6	1	6	8
Portland, Ore.	6	8	8	8	7	8	6	6	8	..	6	7	8	6	6	6	6	8	6	8	6	6	6	6
Sacramento, Cal.	6	8	8	8	7	8	6	6	8	6	..	7	8	6	6	6	6	8	6	8	6	6	6	6
St. Joseph, Mo.	7	6	6	6	3	6	3	6	6	7	7	..	6	7	7	7	7	6	7	6	3	6	3	3
St. Paul, Minn.	8	6	3	3	5	6	6	6	6	8	8	6	..	8	8	8	8	6	8	6	6	6	6	6
Salt Lake City, Utah	6	8	8	8	7	8	6	6	8	6	6	7	8	..	6	6	6	8	6	8	6	7	6	6
San Diego, Cal.	3	8	8	8	7	8	6	6	8	6	6	7	8	6	..	6	6	8	6	8	6	8	6	6
San Francisco, Cal.	3	8	8	8	7	8	6	6	8	6	6	7	8	6	6	..	6	8	6	8	6	8	6	6
Seattle, Wash.	6	8	8	8	7	8	6	6	8	6	6	7	8	6	6	6	..	8	6	8	6	8	6	6
South Bend, Ind.	8	5	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	..	8	2	6	5	6	8
Spokane, Wash.	6	8	8	8	7	8	6	6	8	6	6	7	8	6	6	6	6	8	..	8	6	7	8	7
Toledo, Ohio	8	3	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	2	8	..	6	5	6	8
Tulsa, Okla.	6	6	6	6	5	6	3	6	6	7	6	3	6	6	6	6	6	6	6	6	..	6	3	6
Washington, D. C.	8	5	5	6	5	5	6	6	5	8	8	6	6	8	8	8	8	5	8	3	6	..	6	8
Wichita, Kans.	6	6	6	6	5	6	3	6	6	7	6	3	6	6	6	6	6	7	6	6	3	6	..	6
Wichita Falls, Kans.	6	8	8	8	7	8	6	6	8	6	6	7	8	6	6	6	6	7	8	6	6	8	6	..
Youngstown, Ohio	8	5	5	6	5	5	6	6	1	8	8	6	6	8	8	8	8	5	8	3	6	5	6	8

will be charged for on the basis of one-quarter pound for each 50 cubic inches or fraction thereof.

Example—Package measuring 10" x 14" x 3" and weighing 2 pounds, New York to Chicago, rate 25 cents per quarter pound. Multiplying 10" x 14" x 3" equals 420 cubic inches, which divided by 50 equals 8 2-5. On the basis of one-quarter pound for each 50 cubic inches or fraction thereof this package would be assessed 9 times the one-quarter pound charge, or $2.25.

Note 2. Excess Value Charge. When the declared value exceeds $50.00 for any shipment of 100 pounds or less, or exceeds 50 cents per pound actual weight for any shipment in excess of 100 pounds, an additional charge of 15 cents will be made for each $100 or fraction thereof in excess of the value stated above.

RULES AND REGULATIONS

1. Receiving Shipments. (a) A special form of receipt is provided for shipments which are to be transported by airplane and this "Air Service Uniform Express Receipt" must be issued for all property received for transportation in the Air Express Service. (b) The value of the property must be declared by the shipper and inserted in the receipt. The shipper's declaration of such value may be made by inserting "not exceeding $50.00" or "not exceeding 50 cents per pound, actual weight," as the case may be, in the blank space in that portion of the receipt reading "value herein declared by shipper to be.....dollars." (c) When the value so declared exceeds $50.00 as to shipments weighing 100 pounds or less, or exceeds 50 cents per pound as to shipments weighing over 100 pounds, the value must be marked by the shipper upon the shipment. (d) The nature of contents of shipment should be shown on the receipt.

Railway Express Rates

FROM / TO	New York	Chicago	Philadelphia	St. Louis	Boston	Cleveland	Buffalo	San Francisco	Pittsburgh	Cincinnati	New Orleans	Washington	Minneapolis
Albany, N. Y.	1.45	3.70	2.05	4.00	1.45	2.80	2.25	12.65	2.80	3.50	5.90	2.45	4.95
Atlanta, Ga.	4.05	3.70	3.85	3.45	4.45	3.75	4.15	11.95	3.95	3.05	3.25	3.65	4.90
Baltimore, Md.	1.65	3.60	1.45	3.90	2.45	2.80	2.45	12.50	2.05	3.10	4.95	1.15	4.90
Boston, Mass.	1.85	3.95	2.25	4.50	.....	3.25	2.65	13.15	3.10	3.90	6.20	2.65	5.55
Buffalo, N. Y.	2.45	2.95	2.65	3.50	2.65	1.85	.....	11.70	1.85	2.65	5.25	2.65	4.20
Chicago, Ill.	3.80	.....	3.70	2.05	3.95	2.25	2.95	9.95	2.80	2.05	4.25	3.60	2.95
Cincinnati, Ohio	3.50	2.05	3 25	2.45	3.90	2.05	2.65	10.90	2.25	.....	4.15	2.95	3.80
Cleveland, Ohio	3.10	2.25	2.80	2.95	3.25	.....	1.85	11.05	1.65	2.05	4.60	2.80	3.90
Columbus, Ohio	3.25	2.45	2.95	2.80	3.70	1.85	2.45	11.05	1.85	1.45	4.35	2.65	3.90
Denver, Colo.	7.75	4.90	7.60	4.70	8.10	6.00	6.60	6.55	6.45	5.55	6.25	7.25	4.55
Detroit, Mich.	3.50	2.05	3.40	2.95	3.60	1.65	2.25	10.90	2.25	2.05	4.65	3.25	3.70
Duluth, Minn.	5.50	3.15	5.15	3.85	5.80	4.05	4.30	10.10	4.30	3.95	5.80	5.00	1.55
El Paso, Tex.	9.15	6.45	8.85	5.90	9.50	7.40	7.90	5.90	7.70	6.90	5.65	8.50	6.55
Galveston, Tex.	7.10	5.10	6.80	4.55	7.65	5.70	6.20	9.70	6.05	5.10	3.05	6.45	5.90
Grand Rapids, Mich.	3.60	1.65	3.60	2.65	3.70	2.05	2.65	10.45	2.65	2.05	4.30	3.40	3.40
Helena, Mont.	9.60	6.70	9.25	7.35	9.75	7.80	8.30	5.50	8.30	7.65	9.65	9.10	5.25
Indianapolis, Ind.	3.70	1.65	3.40	2.05	3.90	2.25	2.80	10.45	2.65	1.45	4.10	3.40	3.50
Jacksonville, Fla.	4.25	4.55	4.10	4.30	4.80	4.55	4.80	12.50	4.30	4.15	3.55	3.90	6.20
Kansas City, Mo.	5.15	3.00	4.85	2.35	5.50	3.80	4.10	8.65	4.00	3.45	4.50	4.55	3.30
Los Angeles, Cal.	12.30	9.60	12.00	9.05	12.65	10.55	11.05	3.30	10.85	10.05	9.00	11.65	9.70
Louisville, Ky.	3.80	2.05	3.60	2.25	4.00	2.45	3.10	10.75	2.80	1.45	3.85	3.25	3.80
Memphis, Tenn.	4.85	3.20	4.55	2.35	5.25	3.70	4.00	10.30	3.90	3.05	2.85	4.30	4.25
Milwaukee, Wis.	3.95	1.45	3.80	2.45	4.15	2.65	3.10	10.30	3.10	2.45	4 30	3.70	2.60
Minneapolis, Minn.	5.25	2.95	4.95	3.30	5.55	3.90	4.20	9.45	4.20	3.80	5.45	4.80	.....
Mobile, Ala.	5.05	6.70	4.75	3.65	5.75	4.40	4.90	11.00	4.75	4.00	1.45	4.40	5.15
Montreal, Que.	3.00	4.45	3.50	4.95	2.90	3.80	3.20	15.70	3.80	4.40	7.65	3.80	6.00
New Orleans, La.	5.40	4.25	5.10	3.80	6.20	4.60	5.25	10.70	4.90	4.15	.....	4.80	5.45
New York, N. Y.	.....	3.80	1.45	4.00	1.85	3.10	2.45	12.85	2.45	3.50	5.40	1.85	5.25
Ogden, Utah	9.65	6.80	9.45	6.55	10.00	7.85	8.50	4.40	8.35	7.55	8.60	9.15	6.10
Omaha, Neb.	5.45	3.15	5.25	3.10	5.80	4.00	4.30	8.20	4 25	3.80	5.05	4.95	2.60
Philadelphia, Pa.	1.45	3.70	.....	3.95	2 25	2.80	2.65	12.65	2.25	3.25	5.10	1.45	4.95
Pittsburgh, Pa.	2.45	2.80	2.25	3.25	3.10	1.65	1.85	11.55	.....	2.25	4.90	2.05	4.20
Portland, Me.	2.05	4.15	2.65	4.80	1.45	3.50	2.95	13.30	3.50	3.95	6.40	2.95	5.75
Portland, Ore.	12.50	9.65	12.20	9.90	12.70	10.75	11.25	4.25	11.25	10.60	12.15	12.05	8.20
Providence, R. I.	1.65	4.00	2.05	4.50	1.05	3.40	2.80	13.30	2.85	3.80	5.90	2.45	5.60
Richmond, Va.	2.25	3.70	2.05	3.90	3.10	3.10	2.95	12.65	2.65	3.10	4.55	1.25	5.10
Rochester, N. Y.	2.25	3.10	2.45	3.70	2.45	2.05	1.25	11.85	2.05	2.95	5.40	2.45	4.30
St. Joseph, Mo.	5.15	3.00	4.85	2.35	5.50	3.80	4.10	8.65	4.00	3.45	4.50	4.55	3.30
St. Louis, Mo.	4.00	2.05	3.95	.....	4.50	2.95	3.50	9.90	3.25	2.45	3.80	3.80	3.30
St. Paul, Minn.	5:25	2.95	4.95	3.30	5.55	3.90	4.20	9.45	4.20	3.80	5.45	4.80	.85
San Antonio, Tex.	7.75	5.50	7.40	4.85	8.05	6.15	6.60	8.40	6.45	5.50	3.65	7.10	6.30
San Francisco, Cal.	12.85	9.95	12.65	9.90	13.15	11.05	11.70	.....	11.55	10.90	10.70	12.35	9.45
Seattle, Wash.	12.30	9.45	12.00	9.90	12.45	10.55	11.05	4.85	11.05	10.40	12.15	11.85	8.00
Spokane, Wash.	11.05	8.15	10.75	8.65	11.20	9.30	9.75	4.95	9.75	9.15	10.90	10.55	6.75
Springfield, Mass.	1.65	3.90	2.05	4.35	1.25	2.95	2.45	12.85	3.10	3.80	6.05	2.45	5.25
Tampa, Fla.	4.90	5.10	4.55	4.65	5.55	5.15	5.55	13.05	5.05	4 45	4.00	4.35	6.75
Toledo, Ohio	3.40	1.85	3.10	2.80	3.50	1.45	2.25	10 75	2.05	1.65	4.45	3.10	3.70
Washington, D. C.	1.85	3.60	1.45	3.80	2.65	2.80	2.65	12.35	2.05	2.95	4.80	.....	4.80

(Per Hundred Weight)

Correction of Mailing Lists

(Reprinted from the Official U. S. Postal Guide)

As provided in paragraph 2 of section 508, Postal Laws and Regulations, postmasters are required to correct mailing lists, at the expense of owners, when submitted to them for that purpose. The department can not consistently discriminate between long and short mailing lists, nor on account of the character of business in which used, provided the names form a part of a bona fide mailing list of a legitimate business concern.

The genuineness of lists must be determined by postmasters after careful inquiry. When there is reason to doubt the genuineness of a list from an unknown, out-of-town firm or individual, communication should be had with the postmaster of the firm's or individual's home town or city in order to determine their standing and responsibility.

Care should be taken to keep an accurate count of the actual time consumed in correcting lists. Experience has shown that such lists can be corrected at a cost of not exceeding 1 cent per name.

It should be understood that a charge will be made at the rate of 65 cents per hour for the time actually consumed by all employees involved, both clerks and carriers. If in any case it becomes necessary for an employee to work overtime, he should be paid at the overtime rate, but a charge of only 65 cents per hour will be made for the work performed. However, ordinarily this should be unnecessary, as arrangements should be made to have the work performed during the regular hours of duty without material additional cost. When only a few names are submitted, an understanding should be reached with the owner of the list that the time consumed in correcting such lists will be allowed to accumulate, an accurate record thereof to be kept, and when such time aggregates one-half hour or more a proper charge to be made at the rate of 65 cents per hour.

While the provisions of section 508 of the Postal Laws and Regulations as amended state that such work should be performed preferably by substitute clerks, with the card system it can ordinarily be performed to better advantage by regular employees. When the work is so performed, however, the usual charge of 65 cents per hour should be made, and the payments received accounted for in quarterly reports to the comptroller under the heading "Miscellaneous receipts." When corrected by carriers it must be by regular men, and as each carrier will have only a few, it will not require any overtime.

In view of the fact that local changes of address and forwarding orders are not entered in the directory, but are recorded by carriers in their route books, the most economical and efficient method is to have the carriers make all corrections possible. To

facilitate this and reduce the cost of labor, owners of lists should be requested to submit them in card form, approximately the size and quality of the ordinary postal card, one name to a card, with the owner's name stamped or printed in the upper left-hand corner. The cards will then be distributed the same as mail to the carriers, who will promptly correct and return them to the clerk having the work in charge. Any corrections not made by the carriers will be made in the directory section if possible. After all corrections are made, the cards will be reassembled, checked as to number to see that none have been lost or misplaced, and returned to the owner with bill covering the charge for the service. Close supervision should be given to this work, which will be under the jurisdiction of the superintendent of mails, or at the smaller offices where the position of superintendent of mails has not been authorized and at third and fourth class post offices by the postmaster or assistant postmaster, to see that the corrections are promptly and properly made, that none of the cards are lost, that they are returned to the owner without delay, and that the proper charge for the service is collected and accounted for at all first and second-class offices.

Upon receipt of quantity mailings (10 or more pieces) apparently identical as to contents, lacking specific street addresses, from the same firm or individual, postmasters at city delivery offices should promptly advise the sender that if he will forward his mailing list it will be corrected by supplying all addresses so far as possible and the mail on hand will be supplied with addresses and delivered, the total service involved to be paid for by the mailer at the rate of 65 cents per hour for the time actually consumed. It should be explained to the mailer that such procedure is in the interest of both himself and the department and that it will result not only in delivery of this mail but of other mailings from the same list and that, unless such plan is followed, the mail will be returned or otherwise disposed of in accordance with the regulations as it is not entitled to directory service.

When a correct address can not be given the reason therefor, such as "Removed, left no address," "Deceased," etc., should be shown on the card.

When a list is submitted in sheet form, instead of on cards, the list will be corrected from the directories only, and not verified by the carriers, and the owner will be so advised.

The postmaster of the third and fourth class post offices need not account to the department for the proceeds from this work. These proceeds should go to the postmaster or employee who performs the work.

Mailing lists owned and used by Members of Congress and Federal departments and bureaus will be corrected free of charge.

Index to All Articles on Direct Advertising Published in "Printed Salesmanship"

The articles indexed have appeared in issues published by The Dartnell Corporation, from September 1927 to April 1931 inclusive. The first index groups the articles by subject; the second index on page 343 classifies them by lines of business and products.

Dartnell Photostat Service for Guide Subscribers

For those who have not filed back numbers of PRINTED SALESMANSHIP, or have not complete files containing desired numbers, Dartnell maintains in connection with their Research Library at Chicago a photostat service, and will make copies of such PRINTED SALESMANSHIP articles here indexed as you desire. A charge of 25c a page is made for these photostats. Whenever possible tear sheets will be sent instead of photostats.

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Shall I write my copy up or down? *October 1930, page 150.*

Six long days he labored—and brought forth this! Copy for the sophisticated. *January 1930, page 437.*
Sixth sense in writing advertising copy. *January 1928, page 452.*
To get conviction and force in copy, tone it down. *January 1928, page 435.*
Too much of a take-it-or-leave-it attitude in copy? *February 1928, page 493.*
Trying to scale five-thousand-foot literary precipices with four-thousand-foot ropes. *November 1929, page 237.*
What thirty years of writing advertising taught. *November 1927, page 221.*
When all is said—it is the "proof" that lingers. *February 1928, page 527.*
When one piece of copy must do the work of two. *September 1930, page 60.*
When the president writes the copy, the reader turns the page. *May 1931, page 235.*
When you raise the price—don't apologize. *October 1928, page 126.*
Where I find the reasons for appeal-to-reason copy. *December 1929, page 323.*
Winning twist in copy. *January 1929, page 452.*
Writing advertising copy shatters a lot of fond illusions. *January 1931, page 429.*
Writing copy to overcome price objections. *September 1928, page 62.*

Comfort Appeal

Comfort as a salesman. *August 1930, page 487.*

Copy Revision

In quest of elusive okays. *August 1929, page 538.*

Curiosity

Way to a man's interest is through his curiosity. *April 1931, page 143.*

Dramatic Quality

Finding the dramatic angle when building sales pieces. *May 1930, page 240.*
Steps to be taken in campaigns to launch new industrial products. *May 1930, page 249.*

Fashion Appeal

East Side store draws the avenue trade. *May 1930, page 257.*
Noted doctors strike before-and-after pose; Chicago Clothiers style booklet. *September 1930, page 18.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*
What gives style to a style book? *December 1928, page 342.*
Wilson Brothers "trade up" in the face of declining prices. *May 1931, page 191.*

Fear Appeal

Many famous products owe their success to fear copy. *April 1930, page 113.*

Historical Appeal

Ancient lore registers hit in steel market. *September 1929, page 62.*
British advertisers turn back the pages of history for copy themes. *July 1930, page 440.*

Human Interest Appeal

Putting human interest into technical copy. *January 1929, page 453.*

Negative Appeal

Where to use negatives and where not to use them. *October 1930, page 138.*

Pleasure Appeal

Appeal to pleasure. *November 1930, page 207.*

Price Appeal

Price strategy; its place among the advertising appeals that make people buy. *June 1930, page 303.*

Pseudo-science

What advertising crimes are committed in the name of science. *March 1931, page 34.*

Quality Appeal

Booklet that meets the prospect on his own level. *March 1928, page 24.*
Giving the quality product a quality background. *May 1928, page 225.*
How a Spanish soap made the British market. *June 1929, page 325.*
How Studebaker gets an atmosphere of quality into its direct mail. *May 1930, page 207.*
Printed quality that goes deeper than externals; Sterling Engine Company. *December 1930, page 332.*
Wilson Brothers "trade up" in the face of declining prices. *May 1931, page 191.*

Self-Improvement Appeal

How can we improve the appeal to self-improvement? *February 1930, page 519.*

Self-Interest Appeal

Mr. Long takes issue with Mr. Comrie. *August 1930, page 531.*

ADVERTISING COPY WRITERS

Artists and copy writers mingle but rarely mix. *December 1929, page 361.*
Confessions of a copy writer. *January 1929—February 1930, inclusive.*
Copy writer goes out to take some pictures. *August 1930, page 510.*
Copy writer turns his attention to typography. *December 1930, page 357.*
Copy writer's only weapon, after all, is the English language. *July 1930, page 448.*
Five tips for copy apprentices which also serve as checks for journeymen. *December 1930, page 349.*
Four illusions no copy writer can afford. *July 1930, page 412.*
Let's think in broad movements instead of in motions! *March 1930, page 51.*
Rolling stone gathers no little moss. *December 1930, page 337.*
Three things a copy writer needs to know about style. *April 1931, page 136.*
Writing advertising copy shatters a lot of fond illusions. *January 1931, page 429.*

ADVERTISING CUT-OUTS

Coca-Cola circus comes to town. *November 1927, page 207.*
43 per cent return from one dealer mailing; Warren Telechron Company cut-outs. *June 1930, page 314.*
Pouring sales literature into interesting forms. *October 1929, page 129.*
Some 1930 model door knob hangers. *September 1930, page 65.*
Spring tonic for lagging salesmen. *March 1929, page 65.*
Taxicab magnates take up candy bar business as sideline; Williamson Candy Company. *June 1930, page 307.*
There is a lot in the shape. *February 1929, page 537.*

ADVERTISING DEPARTMENTS

Finger-tip testimonial file—and how to operate it. *August 1929, page 505.*
Follow-up systems for the advertising manager. *March 1929, page 72.*

ADVERTISING ETHICS

Advertising needs straight thinkers. *March 1929, page 46.*
Wild claims and reckless promises. *December 1927, page 331.*

ADVERTISING MANAGERS

Are advertising managers rolling stones? *February 1931, page 501.*
15 advertising executives define the requirements of their jobs. *April 1931, page 105.*
Handling the copy writer with an artistic temperament. *July 1929, page 443.*
Sales experience and the advertising manager. *June 1929, page 362.*
Seven functions of modern sales promotion and advertising management. *May 1931, page 194.*

ADVERTISING MANUALS

How good should an advertising manual be? *July 1930, page 415.*

ADVERTISING MEDIA

Aetna Life blazes a new trail in publication of rotogravure sections. *March 1931, page 65.*
Copy writer tunes in with his media. *June 1928, page 346.*
East side store draws the trade; newspaper advertisements supplemented by direct mail. *May 1930, page 257.*
Getting full value from the trade-paper insert. *September 1929, page 48.*
If advertising is to remain on the payroll it must punch the clock. *December 1928, page 317.*
New advertising medium developed for use in taxicabs. Moving posters. *March 1931, page 32.*
Remington Rand discovers a new local tie-up for national advertising; furnishing covers for local chamber of commerce magazines. *January 1931, page 428.*
Time conducts another subscriber inquisition. *January 1931, page 410.*
$250,000 in one month to introduce the new Majestic refrigerator. Largest single advertisement ever published in a woman's magazine. *December 1930, page 316.*
Use of color in newspaper advertising makes definite progress. *November 1930, page 224.*
Wanted: orchestra conductor to take position as advertising manager. *May 1930, page 235.*

ADVERTISING NOVELTIES

Different way of personalizing messages. *March 1930, page 65.*
Key ideas. *October 1928, page 152.*
One hundred honors. *March 1930, page 58.*
Paper dolls as advertising salesmen representatives. *February 1928, page 526.*
Pouring sales literature into interesting forms. *October 1929, page 129.*
Pyramids that leap out of the folds. *February 1930, page 523.*
Shaped to fit the product. *August 1928, page 512.*
Shark's teeth teasers. *August 1928, page 487.*
Some 1930 model door knob hangers. *September 1930, page 65.*
Something different in the blotter line. *October 1929, page 143.*
Something for the salesman to pass around. *December 1928, page 327.*
Toonerville trolley comes to life in 30,000 store windows. *March 1930, page 27.*
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ADVERTISING PORTFOLIOS

Advertising portfolio salesmen will use. *February 1928, page 524.*
Cadillac-Fleetwood portfolio wins one of the Graphic arts awards. *August 1930, page 495.*
How good should an advertising manual be? *July 1930, page 415.*
New way of merchandising a campaign to the trade; International Silver Company. *April 1931, Page 116.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*

ADVERTISING PORTFOLIOS (Cont.)

Portfolios that enlist the dealer's cooperation. *July 1928, page 410.*
Victor's "new horizon" campaign. *January 1929, page 422.*
When one piece of copy must do the work of two; appearing in salesmen's portfolios, in window displays, in direct mail, etc. *September 1930, page 60.*

AIR-MAIL SERVICE

How advertisers cash in on the air-mail rates. *September 1928, page 15.*

AMERICAN INSTITUTE OF GRAPHIC ARTS

Graphic Arts return to sanity. *March 1929, page 18.*

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

American Photo-Engravers hold convention. *September 1928, page 90.*
Remarkable exhibit of engraver's craftsmanship. *February 1928, page 554.*

ANNIVERSARIES

Anniversary literature is printed for permanence. *September 1930, page 24.*

ART DIRECTOR'S CLUB OF NEW YORK

Art director's awards go to printing and paper firms at New York exhibit. *June 1929, page 308.*

BLOTTERS

Blotting out competition with well-planned blotters. *March 1928, page 68.*
Overcoming a printer's sales slump. *March 1929, page 75.*
Printer's own blotter. *January 1928, page 423.*
Something different in the blotter line. *October 1929, page 141.*

BOOKS AND BOOKLETS

Achieving beauty in the booklet page. *March 1929, page 18.*
Another publisher dares to be different. *February 1928, page 503.*
Another publisher gets out a trick booklet. *December 1927, page 307.*
Another railroad breaks away from precedent in travel literature; Denver & Rio Grande Western railroad.
Are strong-arm methods ever best in direct mail? *June 1928, page 338.*
Book on interior decoration furnishes setting for Karpen furniture. *February 1930, page 536.*
Booklet covers that whet the appetite for what is inside. *December 1928, page 305.*
Booklet that meets the prospect on his own level. *March 1928, page 24.*
Brunswick brochure demonstrates development of rotogravure printing. *July 1930, page 408.*
Building beauty into the booklet type page. *March 1929, page 78.*
Cast of "Lilliputians" starred in Brunswick radio booklet. *January 1930, page 426.*
Dealer booklet in eleven languages. *January 1928, page 410.*
Dignifying the profit appeal to reach the professional man. *September 1928, page 24.*
Direct photographs show Union Pacific merchandise in its true colors. *June 1930, page 320.*
Every little product has a romance all its own. *May 1928, page 220.*
Fictionalized booklet that rents apartments by mail. *March 1931, page 44.*
Getting your booklet ready for the printer. *December 1928, page 324.*
"Ghost" writers give way to authors with real names. *May 1928, page 260.*
Graphic Arts return to sanity. *March 1929, page 18.*
Harmonizing the cover with the booklet's contents. *January 1929, page 414.*
Heroic brochure for a heroic enterprise. *April 1929, page 134.*
Housewife looks over some advertising best sellers. *June 1928, page 327.*

BOOKS AND BOOKLETS (Cont.)

How a printer increased business for towns along a transcontinental highway. *November 1927, page 218.*
How a railroad overcame the worst slump in many years; Golden State Limited. *March 1931, Page 28.*
How Standard Oil announced its entrance into the tire business to every service station. *January 1931, page 404.*
How to illustrate a printed presentation of agency service. *January 1931, page 412.*
Jingling cash registers and swelling bank accounts; Lightolier Company, *June 1930, page 316.*
Longview—an advertising triumph. *January 1929, page 433.*
Loose-leaf catalogs and booklets. *April 1928, page 148.*
Lure of old Japan helps sell cherry trees. *August 1928, page 492.*
Miniature booklets and house organs. *February 1928, page 507.*
New note in travel advertising. *January 1928, page 407.*
Norton Company's de luxe brochure. *August 1929, page 510.*
Notable promotional book for a publisher. *October 1927, page 119.*
"Outdoor" appeal in sales literature. *May 1928, page 234.*
Permanent literature of advertising; a Dartnell survey. *October 1930, page 160.*
Philadelphia Bulletin compiles one issue in book form. *March 1929, page 65.*
Pouring sales literature into interesting forms. *October 1929, page 129.*
Remarkable exhibit of engraver's craftsmanship. *February 1928, page 554.*
Sales handbook that keeps Westinghouse products before twelve thousand sales people. *March 1930, page 42.*
Selling memberships with direct mail. *May 1928, page 213.*
Shaped to fit the product. *August 1928, page 512.*
Silvered advertising. *December 1929, page 326.*
Some case-bound books that serve a useful advertising purpose. *November 1930, page 258.*
Spring tonic for lagging salesmen. *March 1929, page 65.*
There is a lot in the shape. *February 1929, page 537.*
They call it modern: Cadillac brochure. *March 1928, page 17.*
Title page: curtain-raiser of the booklet. *February 1929, page 515.*
Trust company humanizes copy. *July 1930, page 431.*
What can be done with the all-type cover. *October 1928, page 138.*
What gives style to a style book? *December 1928, page 342.*
What the coupon brings; booklets for the buyer. *February 1928, page 547.*
What the coupon brings; cover for the booklet. *November 1927, page 261.*
What the coupon brings; dual purpose coupon literature. *April 1928, page 168.*
What the coupon brings; finding the theme for booklet. *October 1927, page 151.*
What the coupon brings; reproducing the booklet. *January 1928, page 443.*
Wholesale business created by printed salesmanship. *September 1927, page 27.*
Why the Hotel New Yorker became a sensational first-year success. *May 1931, page 205.*
Why we used line cuts for our new booklet. *November 1927, page 227.*

BUY NOW CAMPAIGNS

Muskegon plan serves as model for "buy now" campaigns. *November 1930, page 266.*

CALENDARS

Calendar that has retained the same form for 22 years; Carborundum Company. *July 1930, page 425.*
Calendar that made the first page of the "Times." *January 1928, page 418.*
Is there a better way to distribute the 1929 calendar? *November 1928, page 255.*
Jeweler's calendar that made the most of local color. *December 1928, page 312.*
Selling a public utility to the public. *March 1929, page 48.*

CATALOGS

Advertising uncovers a wealth of romance even in stoves. *May 1930, page 263.*
As style merchandise, blankets demand style printing. *December 1930, page 322.*
Bigger and better catalogs for 1928. *March 1928, page 9.*
Bound or loose-leaf catalog—which is the better? *June 1930, page 349.*
Catalog letterheads. *December 1927, page 335.*
Catalog pictures that set the stage for the product. *February 1931, page 504.*
Color printing and lower prices feature new catalogs. *August 1930, page 493.*
Do times like these warrant more printing or less? *August 1930, page 500.*
Drawing the line on "free" service. *September 1927, page 29.*
Dressing up the catalog to fit the product. *May 1928, page 245.*
Fifteen questions for the producers of industrial catalogs. *October 1930, page 122.*
Follow-through system for large catalogs. *December 1927, page 364.*
Geneva Body stages a "comeback" via direct mail. *May 1929, page 229.*
Guarantees: how to use them. *April 1929, page 120.*
Hotpoint people get out a "hot" catalog. *July 1929, page 400.*
Institutional copy in the catalog. *June 1929, page 337.*
Is standardization of catalogs coming? *September 1929, page 49.*
Loose-leaf catalogs and booklets. *April 1928, page 148.*
Modern catalogs assume a sales appeal of their own. *September 1930, page 55.*
Now with us—the catalog moderne. *February 1929, page 559.*
Sales promotion, like charity, must begin at home; Victor Adding Machine Company. *February 1931, page 490.*
Skilful use of color in an industrial catalog. *November 1929, page 236.*
Steps to be taken in campaigns to launch new industrial products. *May 1930, page 249.*
That cover for the new catalog. *October 1928, page 162.*
This era of beautiful bathrooms. *February 1929, page 534.*
Two leaves from a modern catalog. *January 1931, page 400.*
Westinghouse folks get out a new appliance catalog. *October 1927, page 136.*
Westinghouse general catalog serves as a model of production efficiency. *March 1931, page 47.*
What color offers the industrial catalog. *May 1931, page 204.*

CHAIN STORES

Have chain stores scaled the heights of mass merchandising? *September 1930, page 37.*

CHAMBER OF COMMERCE OF THE UNITED STATES

To succeed a convention needs good printing. *August 1930, page 508.*

CHRISTMAS BUSINESS

Revive old accounts at Christmas? *November 1930, page 232.*

CHRISTMAS GIFTS

How direct mail sells extra insurance for Christmas; Equitable Life Insurance Company of Iowa. *December 1930, page 328.*
Westinghouse plan that sells ranges for Christmas. *November 1930, page 210.*

CHRISTMAS LETTERS

If I were asked to write a Christmas letter. *December 1927, page 301.*
Suggestions for your Christmas letter. *November 1928, page 208.*

CIRCULATION PLANS AND METHODS

Circulation letters have a double-barreled job. *January 1929, page 463.*
Fifty-fifty letters. *March 1928, page 47.*
Good-natured letters that collect small bills. *July 1928, page 396.*
Small lists pay out best for *The Iron Age*. *August 1928, page 500.*

CIRCULATION PLANS AND METHODS (Cont.)

They don't want a magazine; they want ideas that pay. *April 1928, page 117.*
When your letters stop pulling try a change of pace. *May 1928, page 211.*

CIRCUS

When the circuses were the leading national advertisers. *July 1930, page 410.*

COLLECTING ACCOUNTS

Dramatized collection letters. *January 1928, page 412.*
For the valentine season. *January 1930, page 439.*
Good-natured letters that collect small bills. *July 1928, page 396.*
Lucky letters! *February 1931, page 499.*
Place of unconventional collection letters. *November 1930, page 240.*
St. Patrick as a bill collector. *March 1929, page 41.*
What kind of collection letters do we need today? *October 1930, page 116.*

COLLEGE ANNUALS

College annuals are bought on pride, not price. *April 1928, page 119.*

COLOR IN ADVERTISING AND PRINTING

Autocar uses water color for new line book. *September 1929, page 18.*
Book on interior decoration furnishes setting for Karpen furniture. *February 1930, page 536.*
Booklet covers that whet the appetite for what is inside. *December 1928, page 305.*
"Buckaroo Bill" helps Union Pacific to fill empty seats. *October 1929, page 140.*
Cadillac-Fleetwood portfolio wins one of the Graphic arts awards. *August 1930, page 495.*
Color helps increase sales 200 per cent; St. Paul florists. *March 1931, page 17.*
Color photography—its possibilities and limitations in direct advertising. *January 1930, page 431.*
Color photography brings the radiance of flowers to the printed page. *September 1930, page 32.*
Color printing and lower prices feature new catalogs. *August 1930, page 493.*
Colors that spring from the camera's lens. *May 1930, page 210.*
Direct photographs show Union Pacific Merchandise in its true colors. *June 1930, page 320.*
Does a letterhead need to be drab and solemn? *December 1929, page 344.*
Does it pay to use color on the house-organ cover? *March 1928, page 29.*
Duotone engravings are often the answer to color limitations. *April 1931, page 121.*
Extra color adds punch to the post card. *June 1928, page 318.*
Extra color for the house organ. *November 1927, page 213.*
Getting the most out of color in advertising. *February 1929, page 501.*
Giving the quality product a quality background. *May 1928, page 225.*
Harmonizing the cover with the booklet's contents. *January 1929, page 414.*
How Marinello modernized. *January 1929, page 405.*
How the Vollrath Company is using color to sell color. *April 1928, page 112.*
Our letterhead carries the brunt of our direct advertising campaigns. *April 1930, page 128.*
Pierce-Arrow first automobile shown by natural color photography. *February 1930, page 527.*
Printed quality goes deeper than externals; Sterling Engine direct mail. *December 1930, page 332.*
Reproducing photographs in two colors. *April 1929, page 133.*
Silvered advertising. *December 1929, page 326.*
Skilful use of color in an industrial catalog. *November 1929, page 236.*
Three essentials of direct advertising for exporters. *August 1930, page 512.*
$250,000 in one month to introduce the new Majestic refrigerator. *December 1930, page 316.*

COLOR IN ADVERTISING AND PRINTING (Cont.)

Use of color in newspaper advertising makes definite progress. *November 1930, page 224.*
What color offers the industrial catalog. *May 1931, page 204.*
What water-color printing offers the advertiser. *October 1928, page 439.*
When we stopped filling in our letters and used strategic enclosures with colorful letterheads instead. *October 1929, page 137.*

COLOR PHOTOGRAPHY

Color photography—its possibilities and limitations in direct advertising. *January 1930, page 431.*
Color photography brings the radiance of flowers to the printed page. *September 1930, page 32.*
Colors that spring from the camera's lens. *May 1930, page 210.*
Direct photographs show Union Pacific merchandise in its true colors. *June 1930, page 320.*
Pierce-Arrow first automobile shown by natural color photography, *February 1930, page 527.*
Reproducing color in photographs. *November 1930, page 221.*

COMMUNITY ADVERTISING

Printer's part in community advertising. *April 1928, page 122.*

CONVENTIONS

To succeed a convention needs good printing; Chamber of Commerce of the United States. *August 1930, page 508.*

CORRESPONDENCE METHODS

For the valentine season. *January 1930, page 439.*
Good morning! this is the way I start all my letters. *November 1929, page 235.*
Only letters that ring true, ring the bell. *April 1931, page 113.*
Our letters are our substitutes for personal calls. *June 1930, page 360.*
Protest against the "Dear Friend" type of letter. *February 1930, page 567.*
Steps in selling correspondents on a program of better letters. *July 1929, page 420.*
Styles come and go in letters, too. *May 1931, page 200.*
Three plans for securing better letters. *July 1929, page 331.*
We make every letter do a selling job. *September 1929, page 39.*
What about salutations and complimentary closes, anyway? *January 1930, page 479.*
What distinguishes the successful letter writer? *February 1931, page 489.*
What to leave out of a better letters manual. *September 1928, page 25.*
"Whoopee letters." *January 1930, page 480.*
Why the successful letter is always the friendly letter. *March 1931, page 13.*
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Cost Analysis

Analysis of letter costs. *April 1931, page 119.*
How much does it cost to mail a letter? *August 1930, page 498.*

COUPONS

Fifty-fifty letters. *March 1928, page 47.*
Housewife looks over some advertising best sellers. *June 1928, page 327.*
Making it easy for the reader to act. *October 1928, page 158.*
New trends in coupon advertising. *April 1928, page 109.*
What the coupon brings. *September 1927, page 49; October 1927, page 151; November 1927, page 261; December 1927, page 339; January 1928, page 443; February 1928, page 547; March 1928, page 61; April 1928, page 168.*

DEALER HELPS

Back of your window card; educating dealers' clerks. *October 1927, page 145.*
Bright spot upon the dealer's counter. *October 1929, page 124.*
Can we ask salesmen to trim windows? *April 1929, page 164.*
Card on the dealer's counter. *February 1929, page 510.*
Coca-Cola Circus comes to town. *November 1927, page 207.*
Corona ties up display cards with advertising theme. *July 1929, page 409.*
Dealer booklet in eleven languages; Curtis lighting. *January 1928, page 410.*
Dealer broadsides that serve a double purpose. *March 1928, page 50.*
Dealers get a run for their money in this campaign; Day & Night Water Heater Company. *July 1930, page 420.*
Display piece that shows the product in action; American Flyer Company. *December 1930, page 334.*
Display pieces that sell by giving the shopper something to do. *April 1930, page 160.*
Do times like these warrant more printing or less? The Crane Company. *August 1930, page 500.*
Fifteen-piece dealer campaign for Steeltex. *October 1927, page 121.*
Geneva Body stages a "comeback" via direct mail. *May 1929, page 229.*
How one advertiser gets local color in dealer mailing; Caterpillar Tractor Company. *May 1930, page 232.*
How Seiberling backs radio campaign with direct mail. *July 1928, page 383.*
How Seng trains retailers. *April 1929, page 114.*
How shall we spend our 1930 budget for dealer helps? *November 1929, page 227.*
Interesting direct-mail tie-up for Upson tile campaign. *November 1927, page 209.*
Is there a better way to distribute the 1929 calendar? *November 1928, page 255.*
Jeweler's calendar that made the most of local color. *December 1928, page 312.*
Jingling cash registers and swelling bank accounts. *June 1930, page 316.*
Letter, a booklet and an envelope that form an ideal combination. F. A. Whitney Carriage Co. *August 1930, page 504.*
Majestic dealers distribute three million copies of rotogravure magazine fortnightly. *February 1930, page 569.*
Off the shelf and onto the counter; display pieces. *February 1928, page 543.*
Only qualified prospects get Stromberg-Carlson campaign. *August 1928, page 471.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*
Over 70,000,000 postal cards—in six years! Willard Storage Battery Co. *June 1930, page 321.*
Photographs as display pieces. *May 1930, page 254.*
Portfolios that enlist the dealer's cooperation. *July 1928, page 410.*
Remodeling campaign builds business for printer; Stewart-Simmons Co., series of mailings for Curtis dealers. *August 1929, page 552.*
Retailers carry our house organ around in their pockets. *September 1927, page 72.*
Retailers who use Rice-Stix advisory service buy more goods. *September 1929, page 36.*
Sold: 250,000 direct-mail sets to dealers—at nine cents a set! *February 1930, page 559.*
Some recent experiments in photographic display signs. *October 1930, page 120.*
Taxicab magnates take up candy bar business as sideline; Williamson Candy Company's counter cards. *June 1930, page 307.*
Ten ways of enlisting dealer cooperation in association campaigns. *April 1930, page 129.*
Victor's "new horizon" campaign. *January 1929, page 422.*
We use a "sample" campaign to sell direct mail. *April 1928, page 144.*
Why Alemite tested its dealer plan in forty cities. *February 1929, page 521.*
Why dealers give our displays greater prominence and longer life; Burgess Battery Company. *September 1930, page 45.*

DEALER SELECTION

Have chain stores scaled the heights of mass merchandising? *September 1930, page 37.*

DEALERS, Appeal to

Dodge fact campaign sets new precedent in its field. *September 1930, page 20.*
43 per cent return from one dealer mailing; Warren Telechron Company. *June 1930, page 314.*
How direct mail sold a record calavo crop at record prices. *June 1930, page 309.*
Jingling cash registers and swelling bank accounts; Lightolier Company. *June 1930, page 316.*
One sales manual for every sales purpose. *April 1930, page 117.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*
Perennial "bloomer"—the dealer broadside. *July 1929, page 406.*
Quaker State dealers are sold on quality idea. *September 1929, page 22.*
Sales promotion, like charity, must begin at home; Victor Adding Machine Company. *February 1931, page 490.*
Twenty-five hundred new dealers, and $750,000 worth of new business. *April 1930, page 125.*

DESIGN

Radical changes in design helped sell silverware even in dull times; International Silver Company. *October 1930, page 127.*

DIRECT MAIL

Air mailing that reached 700,000 names; Willys-Overland uses 21 planes. *March 1929, page 33.*
Analyze—don't synthesize—your direct-mail problems. *August 1929, page 523.*
Are strong-arm methods ever best in direct mail? *June 1928, page 338.*
Bodyguard to accompany your checks. *February 1930, page 561.*
Canada—a neglected direct-mail opportunity. *November 1928, page 246.*
Dealers get a run for their money in this campaign; Day & Night Water Heater Company. *July 1930, page 420.*
Dennison experiments in mail selling. *October 1928, page 109.*
Dennison mail aid service for its salesmen. *November 1928, page 264.*
Different way of personalizing advertising messages; Consolidated Gas Company of New York uses photograph of prospect's house. *March 1930, page 65.*
Direct-mail campaign sells beef on the hoof. *January 1930, page 463.*
Direct-mail copy writer speaks out in public. *August 1928, page 493; discussion, November 1928, page 258; reply, December 1928, page 368.*
Direct mail helps sell direct mail convention. *June 1930, page 352.*
Direct-mail pieces that "plus" the sale. *June 1928, page 338.*
Direct mail that sells the annual billion-dollar hospital market. *August 1930, page 534.*
Do self-mail broadsides outpull those mailed in envelopes? *August 1930, page 540.*
Doctors and dentists prefer direct mail to all other forms of solicitation. *March 1930, page 22.*
Dodge fact campaign sets new precedent in its field. *September 1930, page 20.*
Does direct-mail advertising need re-naming? *February 1929, page 544.*
Does your advertising ignore these two important selling principles? *March 1929, page 15.*
East side store draws the avenue trade. *May 1930, page 257.*
Few one-call salesmen ever get very far. *May 1930, page 229.*
Finding a "scientific approach" to direct mail. *July 1929, page 417.*
43 per cent return from one dealer mailing; Warren Telechron Company. *June 1930, page 314.*
From small letter shop to big direct-mail firm; Homer Buckley's success. *April 1928, page 134.*
Get the buyer to think as you do. *April 1929, page 126.*
Graphic method of merchandising direct-mail campaigns to salesmen. *April 1930, page 162.*

Gruen test campaign proves value of outside selling for retail jewelers. *September 1930, page 30.*
His work sets the modern pace for American advertising; Paul Theodore Frankl. *December 1930, page 326.*
Hitting the bull's-eye with direct mail based on marketing facts. *July 1929, page 397.*
How advertisers are cashing in on air-mail rates. *September 1928, page 15.*
How advertising agencies react to direct mail. *October 1929, page 133.*
How companies in eight lines of business divide their printing appropriations. *January 1931, page 437; March 1931, page 57.*
How Dennison reaches specific industries by direct mail. *December 1928, page 321*
How direct mail helped achieve world's largest electric range sale. *February 1931, page 514.*
How direct mail sold a record calavo crop at record prices. *June 1930, page 309.*
How Studebaker gets an atmosphere of quality into its direct mail. *May 1930, page 207.*
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Bowden plan for the purchase of printing. *December 1927, page 313.*
Buyers who want to get a dozen bids for every job. *August 1928, page 509.*
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Off months and presidential years. *November 1927, page 203.*
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Standard specification sheet in buying printing. *October 1928, page 146.*
Ten tests for printers. *December 1927, page 297.*
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Where printing buyers fall down. *March 1928, page 26.*
Why we buy 90 per cent of our printing from one printer. *October 1927, page 112.*
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Private printing plants. *January 1928, page 393.*

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Do specification sheets give the printer a "break"? *November 1928, page 272.*
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Air transport becomes a live printing prospect. *February 1929, page 550.*
Bowden plan for the purchase and production of printing. *December 1927, page 313.*
Can the printer compete with the agency? *December 1928, page 345.*
Creative selling built this printing business. *February 1928, page 511.*
Fall prospects for business stimulate summer orders for printing. *July 1930, page 399.*
Off months and presidential years; a new Dartnell survey of the seasonable demand for printing. *November 1927, page 203.*
Printer's own invoice. *July 1928, page 429.*
Printer's own sales manual. *June 1928, page 342.*
Why not an agency discount on printing bills? *January 1931, page 402.*
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Ensemble mailing in the modern mood. *March 1929, page 58.*
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Omaha printers put over a cooperative campaign. *September 1928, page 68.*
Overcoming a printer's sales slump. *March 1929, page 75.*
Postal revision gives good direct-mail tie-up. *September 1928, page 56.*
Price tags, labels and other things. *October 1927, page 160.*
Printer's announcement. *March 1928, page 40.*
Printer's own blotter. *January 1928, page 423.*
Printer's own brochure. *September 1928, page 46.*
Printer's own business card. *February 1928, page 530.*
Printer's own campaign. *November 1928, page 239.*
Printer's own house organ—profit or pest. *May 1928, page 235.*
Printer's own label. *December 1927, page 355.*
Printer's own sales letter. *April 1928, page 158.*
Salesmanship of another sort. *May 1928, page 228.*
Turning the business scare to profit. *December 1929, page 333.*
What a good mailing list did for one printer. *December 1927, page 356.*
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Air transport becomes a live printing prospect. *February 1929, page 550.*
Baseball mailings. *July 1928, page 406.*
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Can a printer really give creative service? *October 1928, page 144.*
Can a small printer enter the direct-mail field? *March 1928, page 55.*
Dramatized collection letters. *January 1928, page 412.*
Drawing the line on free service. *September 1927, page 29.*
Facsimile longhand messages. *April 1928, page 137.*
Fifty-fifty letters. *March 1928, page 47.*
Fourth of July mailings. *May 1928, page 233.*
Hotels need good printing—and lots of it. *May 1928, page 250.*
How a printer increased business for towns along a transcontinental highway. *November 1927, page 218.*
How far can a printer compete with the agency? *December 1928, page 345.*
How the printer can help the banker. *December 1928, page 330.*
I have a selling idea for you today. *May 1929, page 257.*
Key ideas. *October 1928, page 152.*
Lillian Baker, retailer, goes to New York. *October 1927, page 128.*
Making the printer's creative department show a profit. *January 1929, page 458.*
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Printer as an advertising expert. *April 1929, page 150.*
Printer turns the tables on a real estate concern. *November 1927, page 234.*
Printer's part in community advertising. *April 1928, page 122.*
Red-hot letters—a selling idea for October. *October 1927, page 109.*
Remodeling campaign builds business for printer; Stewart-Simmons Co. series of mailings for Curtis dealers. *August 1929, page 552.*
Shark's teeth teasers; a selling idea for August. *August 1928, page 487.*
Small-town printer who made a big-city success with candy-bar wrappers. *March 1928, page 20.*
Speculating in ideas: is it good business or rainbow chasing? *April 1928, page 105.*
Testimonial portfolios. *December 1927, page 317.*
Treasure hunts and sales. *September 1928, page 40.*
What a good printer did for a public warehouse. *October 1927, page 133.*
What the printer can do for the laundry. *April 1928, page 163.*
When the printer yearns to be known as an advertising expert. *April 1929, page 150.*
Why building supply houses need help from printers. *March 1928, page 42.*
Why one advertiser put his printer on the pay-roll. *May 1929, page 253.*
Winning hand. *November 1927, page 210.*

Cost-Plus Plan

Does cost-plus printing benefit the buyer? *February 1929, page 570.*
What five hundred printers have learned about the cost-plus plan. *September 1928, page 49.*

Salesmen

Go loaded for bear or you'll get ground squirrels. *March 1928, page 28.*
How one printing salesman increased productive hours. *December 1928, page 354.*
How veteran salesmen of quality printing deal with buyers who want to get a dozen bids on every job. *August 1928, page 509.*
Is it safe to sell printing from samples? *August 1929, page 533.*
Is there a better method of paying printing salesmen? Profit-sharing and bonus plans find increasing favor. *May 1928, page 208.*
Needed: a practical control system for printing sales and salesmen. *September 1928, page 34.*
Personal analysis develops better salesmen. *June 1928, page 320.*
Printing buyer who says: "Your price is too high." *May 1928, page 253.*
Time control system for printing salesmen. *October 1929, page 146.*
Warming up the cold printing prospect. *September 1929, page 76.*
Where printing salesmen fall down. *February 1928, page 489.*

Saleswomen

It took a year to sell this campaign—but it stayed sold. *August 1929, page 548.*

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Even the best radio program requires merchandising help. *March 1931, page 24.*
How Seiberling backs radio campaign with direct mail. *July 1928, page 383.*

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Aetna Life blazes a new trail in publication of rotogravure sections. *March 1931, page 65.*
Brunswick brochure demonstrates development of rotogravure printing. *July 1930, page 408.*
Has rotogravure a future? *September 1927, page 44.*
Interesting use for rotogravure. *October 1929, page 169.*
Majestic dealers distribute 3,000,000 copies of rotogravure magazine fortnightly. *February 1930, page 569.*
Photographing for reproduction by rotogravure. *April 1930, page 122.*
Rotogravure tabloid that rings the cash register. *December 1929, page 367.*

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Football contest that increased sales even in the fall of 1929; Pacific Wholesale, Inc. *August 1930, page 506.*
General Electric Circus truly the greatest sales show on earth. *November 1930, page 214.*
Good enough! It's only going to our salesmen. *January 1930, page 459.*
Sales bulletins that put punch into a nation-wide contest. *September 1928, page 72.*
Sales handbook that keeps Westinghouse products before 12,000 sales people. *March 1930, page 42.*
Setting the stage for a sales round-up. *November 1929, page 261.*
Stock market contest increased sales 25 per cent; National Lamp Works. *October 1930, page 124.*
2500 new dealers, and $750,000 worth of new business. *April 1930, page 125.*
Unusual contest which awarded prizes for ideas instead of sales; General Electric Company. *December 1930, page 355.*

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Football contest that increased sales even in the fall of 1929 for Sparton radio distributor. *August 1930, page 506.*
Some things our direct-mail mistakes have taught us. *January 1931, page 397.*

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Even conventions make suitable subjects for house-organ covers. *March 1930, page 24.*
Printing that enlivens sales conventions. *December 1929, page 341.*
To succeed, a convention needs good printing. *August 1930, page 508.*

SALES LETTERS

Air mailing that reached 700,000 names. *March 1929, page 33.*
Ancient lore registers hit in steel market. *September 1929, page 62.*
Back-page of four-page letter. *October 1928, page 116.*
Behind the scenes in a sales promotion letter production department; Albert E. Peirce & Company, Chicago. *July 1930, page 404.*
Blown-up sales letters. *June 1928, page 323.*
Circulation letters have a double-barreled job. *January 1929, page 463.*
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87 per cent replies and a ten-spot in every letter. *December 1927, page 323.*
Elfrida explains why she simply can't accept any more amazing offers. *December 1930, page 325.*
Even good letters need to be staged. *December 1927, page 361.*
Experiments in making letters pull. *April 1929, page 117.*
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Facsimile longhand messages. *April 1928, page 137.*
"Farm relief" campaign that really relieves the farmer; Anglo-American Mill Company's "jumbo" letter. *January 1931, page 416.*
Fifty-fifty letters. *March 1928, page 47.*
Filled-in letter or headline? It all depends. *September 1929, page 56.*
Find a "peg" for the sales letter. *June 1928, page 315.*
First four lines of the letter. *May 1928, page 238.*
48 new accounts from 303 calls; four letters preceding salesmen's calls bring over 15 per cent result. *November 1930, page 230.*
Four follow-up letters that closed 63 sales from 123 magazine inquiries; Mitchell Moulding Company. *June 1930, page 357.*
How direct mail sells extra insurance for Christmas; Equitable Life Insurance Company of Iowa. *December 1930, page 328.*
How direct mail sold a record calavo crop at record prices. *June 1930, page 309.*
How Lincoln sold his ideas; use of questions. *February 1929, page 507.*
How sales letters helped build a million-dollar business in three years; Allegheny Tube & Steel Co. *May 1930, page 245.*

SALES LETTERS (Cont.)

If I were asked to write a Christmas letter. *December 1927, page 301.*
Lawyers and business writers win cases through evidence and testimony. *January 1930, page 447.*
Letter that pulled 94 per cent returns. *January 1929, page 446.*
Letters are the salesmen; broadsides the line of samples. *April 1930, page 155.*
Letters of last resort. *July 1928, page 413.*
Letters set in type, yet having a decidedly personal touch. *January 1928, page 440.*
Letters that keep fickle customers on the books. *February 1928, page 519.*
Letters that win interviews for salesmen; an insurance company's portfolio of model sales letters. *December 1929, page 372.*
Little letters to emphasize big points. *March 1929, page 27.*
Lucky letters! Letters that capitalize on good-luck themes. *February 1931, page 499.*
Ninety mailings a year to customers. *April 1929, page 129.*
Our letters are substitutes for personal calls. *June 1930, page 360.*
Page one of the four-page letter. *May 1929, page 225.*
Personalized letter that revived the "dry" dry cleaning business. *March 1931, page 56.*
Picture letters tell the story. *August 1928, page 474.*
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Protests against the dear friend type of letter. *February 1930, page 567.*
Red-hot letters. *October 1927, page 109.*
Revive old accounts at Christmas? *November 1930, page 232.*
Robey of Lincoln decides to send out a letter. *July 1929, page 414.*
Sales letter, as Amos an' Andy would write it. *May 1930, page 217.*
Sales letters dominate the mailing-a-month program of a $40,000,000 business; Turner Construction Company. *November 1929, page 244.*
Sales letters for helping a product sell itself. *March 1930, page 57.*
Series of letters brought 35 per cent replies in Copley-Plaza campaign. *January 1930, page 471.*
Small lists pay out best for *The Iron Age*. *August 1928, page 500.*
Spare the introduction—get down to cases. *January 1929, page 411.*
Stutz roll of honor letter. *November 1927, page 231.*
They don't want a magazine; they want ideas that pay. *April 1928, page 117.*
Three good sales letters. *October 1927, page 144.*
350 new banking contacts from one campaign of six letters. *February 1931, page 510.*
Two million letters a year. *March 1929, page 30.*
What is it that makes a sales letter click? *December 1929, page 328.*
When we get a good letter we use it six times; Barrett-Cravens Company. *July 1929, page 424.*
When we stopped filling in our letters and used strategic enclosures with colorful letterheads instead. *October 1929, page 137.*
When your letters stop pulling try a change of pace. *May 1928, page 211.*
"Whoopee letters." *January 1930, page 480.*
Why More's concentrate on gilt-edged prospects. *September 1928, page 38.*
Why the Hotel New Yorker became a sensational first-year success. *May 1931, page 205.*
Why we urge agents to use letters in selling insurance. *November 1928, page 241.*

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Dog day letters. *May 1931, page 208.*
For the valentine season. *January 1930, page 439.*
Keeping salesmen from going stale. *June 1930, page 312.*
Long, red envelopes for the salesman's mail. *December 1928, page 328.*
Snap-out-of-it letters. *September 1930, page 22.*
We make every letter do a selling job. *September 1929, page 39.*

SALES MANUALS

One sales manual for every sales purpose. *April 1930, page 117.*
Printer's own sales manual. *June 1928, page 342.*
Sales handbook that keeps Westinghouse products before 12,000 sales people. *March 1930, page 42.*
Sales promotion, like charity, must begin at home; Victor Adding Machine Company. *February 1931, page 490.*
Spring tonic for lagging salesmen; novel die-cut booklet. *March 1929, page 65.*
What size shall we make the salesman's manual? *November 1929, page 277.*

Retail

How Seng trains retailers to feature built-in products. *April 1929, page 114.*
Our merchandising manual calls its sales shots; S. T. Johnson Company, oil burner manufacturers. *July 1930, page 443.*
Retail sales manual clerks like. *May 1928, page 218.*

SALES PROMOTION

Advertising that wins a welcome for salesmen. *April 1930, page 142.*
Around the clock with Majestic Radio sales promotion program. *March 1930, page 19.*
Corona ties up display cards with advertising theme. *July 1928, page 409.*
Dealers get a run for their money in this campaign; Day & Night Water Heater Company. *December 1930, page 334.*
Dennison mail-aid service for its salesmen. *November 1928, page 264.*
Direct-advertising appropriations bigger than ever for 1930. *January 1930, page 423.*
Dodge fact campaign sets new precedent in its field. *September 1930, page 20.*
Fifteen-piece dealer campaign for Steeltex. *October 1927, page 121.*
How one advertiser gets local color in dealer mailing; Caterpillar Tractor Co. *May 1930, page 232.*
How shall we spend our 1930 budget for dealer helps? *November 1929, page 227.*
Kellogg Radio proves that a poster campaign can be merchandised. *December 1929, page 335.*
Letters that win interviews for salesmen. *December 1929, page 372.*
Majestic dealers distribute 3,000,000 copies of rotogravure magazine fortnightly. *February 1930, page 569.*
New way of merchandising a campaign to the trade; International Silver Company. *April 1931, page 116.*
Only qualified prospects get Stromberg-Carlson quality campaign. *August 1928, page 471.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*
Over 70,000,000 postal cards—in six years! Willard Storage Battery Co. *June 1930, page 321.*
Portfolios that enlist the dealer's cooperation. *July 1928, page 410.*
Retail sales manual clerks like to read. *May 1928, page 208.*
Robots rush in where salesmen fear to tread. *February 1930, page 538.*
Sales promotion, like charity, must begin at home; Victor Adding Machine Company. *February 1931, page 490.*
Sales promotion slants from 118 companies. *February 1931, page 483.*
Sold: 250,000 direct-mail sets to dealers—at nine cents a set! *February 1930, page 559.*
2500 new dealers, and $750,000 worth of new business. *April 1930, page 125.*
Use of printing that trains salesmen while helping them sell. *January 1930, page 428.*
Westinghouse plan that sells ranges for Christmas. *November 1930, page 210.*
What about sales promotion, anyway? *April 1930, page 120.*
Why Carnation sometimes uses "extras" for the house organ. *August 1928, page 484.*
Willard adopts the album as a selling tool. *July 1928, page 394.*
(See also: DEALER HELPS)

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Behind the scenes in a sales promotion letter department; Albert E. Peirce & Company. *July 1930, page 404.*
15 advertising executives define the requirements of their jobs. *April 1931, page 105.*
How much is a good sales promotion man worth? *October 1930, page 113.*
Seven functions of modern sales promotion and advertising management. *May 1931, page 194.*
Truth about the salaries paid promotion men. *December 1930, page 319.*
What one sales promotion man does to earn his salary. *November 1930, page 261.*

SALES TERRITORIES

Taking the red spots off the 1930 sales map; supplementary mail-order selling. *February 1930, page 532.*

SALESMANSHIP

It took a year to sell this campaign—but it stayed sold. *August 1929, page 548.*
Lawyers and business writers win cases through evidence and testimony. *January 1930, page 447.*
Mr. Long takes issue with Mr. Comrie. Declares Mr. Comrie's three basic sales appeals may be narrowed down to only one—self-interest. *August 1930, page 531.*

SALESMEN'S ADVANCE AND FOLLOW-UP LITERATURE

Advertising that wins a welcome for salesmen. *April 1930, page 142.*
48 new accounts from 303 calls; four letters preceding salesmen's calls bring over 15 per cent results. *November 1930, page 230.*
How ten postals brought easier interviews for subdivision salesmen. *March 1929, page 34.*
Letters that win interviews for salesmen. *December 1929, page 372.*
Plan for following up every mailing piece with a salesman's call; Yawman and Erbe. *September 1930, page 40.*
Printing that paves the way for salesmen's calls. *August 1930, page 524.*
Robots rush in where salesmen fear to tread. *February 1930, page 538.*
Something different in advance cards. *January 1929, page 421.*
When there are doors to be opened. *October 1929, page 117.*

SALESMEN'S BULLETINS

Good enough! It's only going to our salesmen. *January 1930, page 459.*
Photographs with a story for salesmen. *March 1930, page 35.*
Sales bulletins that carry punch. *September 1928, page 72.*
Standardizing branch-office programs. *August 1929, page 517.*

SALESMEN'S EXPENSES

Entertaining, a necessary evil that is sometimes more evil than necessary. *April 1930, page 147.*

SALESMEN'S PORTFOLIOS

California Perfume's new sales portfolio shows products in use. *May 1929, page 224.*
Pages from a salesman's portfolio. *September 1929, page 34.*
Use of printing that trains salesmen while helping them to sell. *January 1930, page 428.*
Willard adopts the album as a selling tool. *July 1928, page 394.*

SAMPLING

How Dennison reaches specific industries by direct mail. *December 1928, page 321.*
Our letterhead carries the brunt of our direct-advertising campaigns. *April 1930, page 128.*

SAMPLING (Cont.)

Sales letters for helping a product sell itself; Cellophane Co. *March 1930, page 57.*
Sampling campaign that pulled 40 per cent. *July 1929, page 433.*
What the coupon brings; trial size "samples" and the coupon. *September 1927, page 49.*

SEASONAL INDUSTRIES

Cashing in on summer vacations. *July 1928, page 419.*
Eliminating the Labor Day deadline. *September 1928, page 33.*
Summer business is what you make it. *July 1928, page 403.*

SOCIETY OF TYPOGRAPHIC ARTS

Fine printing gets back to fundamentals. *March 1930, page 25.*
There is no monopoly on fine printing. *April 1929, page 124.*

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Stickers and labels as media of advertising. *January 1931, page 407.*

STORE DISPLAY

Bright spot on the dealer's counter; Bulova Watch Co.'s counter portfolio. *October 1929, page 124.*
Can we ask salesmen to trim windows? *April 1929, page 164.*
Card on the dealer's counter; cards holding actual merchandise. *February 1929, page 510.*
Coca-Cola circus comes to town. *November 1927, page 207.*
Corona ties up display cards with advertising theme. *July 1929, page 409.*
Display pieces that sell by giving the shopper something to do. *April 1930, page 160.*
Fall fashions in store display material. *October 1928, page 123.*
Giant window display marks pharmacy week. *October 1929, page 115.*
Off the shelf and onto the counter. *February 1928, page 543.*
Our dealer-help campaign increased the size of dealers' orders. *December 1929, page 345.*
Toonerville Trolley comes to life in 30,000 store windows. *March 1930, page 27.*
Why dealers give our displays greater prominence and longer life; Burgess Flash Lights. *September 1930, page 45.*
Window pane advertising improves its technique. *June 1928, page 312.*

Prize Contests

Some things our direct-mail mistakes have taught us. *January 1931, page 397.*

TRADE MARKS

Seven things a trade mark accomplishes. *February 1931, page 506.*
Trade marks; how to make the most of them in advertising. *July 1930, page 435.*
What to do about direct-mail trade marks. *October 1930, page 145.*

TRAVEL ADVERTISING

Another railroad breaks away from precedent in travel advertising; Denver & Rio Grande Western Railroad. *October 1930, page 155.*
Booklet covers that whet the appetite for what is inside; French Line. *December 1928, page 305.*
Buckaroo Bill helps Union Pacific to fill empty seats. *October 1929, page 140.*
Canadian National plans a year ahead. *September 1928, page 31.*
Describing coupon literature—irresistibly; U. S. Shipping Board. *March 1928, page 61.*
Direct photographs show Union Pacific merchandise in its true colors. *June 1930, page 320.*

TRAVEL ADVERTISING (Cont.)

How a printer increased business for towns along a transcontinental highway. *November 1927, page 218.*
How a railroad overcame the worst slump in many years; Golden State Limited. *March 1931, page 28.*
How Missouri Pacific staged a mail campaign. *February 1929, page 562.*
How printing helps encourage wanderlust. *March 1930, page 32.*
Impressions that remain long after the ad is forgotten; International Mercantile Marine Co. *November 1927, page 247.*
New note in travel advertising. *January 1928, page 407.*
"Outdoor" appeal in sales literature. *May 1928, page 234.*
Photographs—the house-organ editor's strongest ally; International Merchant Marine Co. *April 1928, page 128.*

TYPOGRAPHY

Achieving beauty in the booklet page. *March 1928, page 78.*
Advertising may be modern—and still be readable. *October 1928, page 129.*
American experiments in modern typography. *January 1928, page 397.*
Another magazine leans toward modernism in its new type dress. *May 1930, page 228.*
Building beauty into the booklet type page. *March 1929, page 78.*
Can we get results from eye-straining typography? *November 1928, page 219.*
Canadian National plans its travel literature a year ahead. *September 1928, page 31.*
Cheltenham wins in popularity test. *July 1929, page 429.*
Copy writer turns his attention to typography. *December 1930, page 357.*
Disputes Goudy's contention that modern types are only a fad. *January 1930, page 466.*
Fine printing gets back to fundamentals. *March 1930, page 25.*
Flowers that bloom in the case. *June 1928, page 18.*
For force and dignity use Bodoni type. *October 1927, page 122.*
Foreign invasion. *April 1928, page 113.*
Giving the house organ a come-hither type dress. *December 1928, page 313.*
Graphic Arts return to sanity. *March 1929, page 18.*
How to be happy though modern. *July 1928, page 409.*
How type can be used to dramatize the message. *August 1928, page 523.*
I prefer well-set type to second-rate lettering. *April 1928, page 125.*
Imitation modernism. *May 1928, page 204.*
May I disagree with the Harvard award? *April 1929, page 123.*
Melancholy (typographic) days are here! *January 1931, page 413.*
Modern typography and layout by D. C. McMurtrie. Book review. *December 1929, page 376.*
My reaction to present type vogues. *October 1929, page 111.*
National Board on Printing Types publishes first list of recommendations. *April 1930, page 166.*
Neat but not goudy. *March 1928, page 13.*
Planning the all-type advertisement. *July 1928, page 424.*
Printer's announcement. *March 1928, page 40.*
Private type faces, in principle and in practice. *November 1930, page 253.*
Sans serif, sans charm, sans everything. *March 1929, page 21.*
Securing simplicity in typography. *September 1928, page 17.*
Selecting the right type for your advertising. *February 1929, page 524.*
Shall retail stores standardize on type faces? *September 1930, page 27.*
Some inconsistent uses of type. *December 1927, page 321.*
Synthetic art of typography. *May 1931, page 197.*
There is no monopoly on fine printing. *April 1929, page 124.*
Typographers and printers lock horns at U. T. A. *November 1930, page 264.*
Typographers sponsor National Board of Legible Type Faces for Advertising Purposes. *January 1930, page 476.*

TYPOGRAPHY (Cont.)

Typographic "Red" who refuses to be called modernistic. *January 1929, page 427.*
Use and abuse of initial letters. *October 1927, page 137.*
What is modern in typography? *November 1929, page 239.*
When good faces get together. *August 1929, page 502.*

UNITED TYPOTHETAE

Typographers and printers lock horns at U. T. A. *November 1930, page 264.*

Product Index to "Printed Salesmanship" September 1927 to June 1931

Back issues of "Printed Salesmanship" are generally to be found in advertising agencies and libraries. However, photostat copies of any article listed can be secured from The Dartnell Corporation at the nominal charge of 25 cents a page.

AIR CONDITIONING INDUSTRY

Place of direct mail in a campaign for selling "manufactured weather." *April 1930, page 134.*

AIRWAYS

Air transport becomes live printing prospect. *February 1929, page 550.*

AUTOMOTIVE INDUSTRY AND TRADE

Air mailing that reached 700,000 names; Willys-Overland uses 21 planes. *March 1929, page 33.*

Autocar uses water color for new line book. *September 1929, page 18.*

Cadillac-Fleetwood portfolio wins one of the Graphic Arts awards. *August 1930, page 495.*

Dodge fact campaign sets new precedent in its field. *September 1930, page 20.*

For reasons I do not understand—they call it "modern"; Cadillac brochure. *March 1928, page 17.*

Geneva Body stages a "comeback" via direct mail. *May 1929, page 229.*

How Cadillac sells direct advertising to dealers. *October 1927, page 115.*

How Studebaker gets an atmosphere of quality into its direct mail. *May 1930, page 207.*

Jazzing up the map; General Motors. *January 1928, page 403.*

Matter of form; Rolls-Royce, Lincoln and Hupmobile advertisements. *May 1929, page 221.*

Photographs—the house-organ editor's strongest ally; Cadillac Motor Car Co. *April 1928, page 128.*

Pierce-Arrow first automobile shown by natural color photography. *February 1930, page 527.*

Prize-winning Ford advertisement. *March 1928, page 54.*

Sales bulletins that put a punch into a nation-wide contest; Chrysler. *September 1928, page 72.*

Sold: $260,000 worth of automobiles in four and one-half days. *November 1927, page 237.*

Spring tonic for lagging salesmen; Marmon Motor Car Co. *March 1929, page 65.*

Stutz roll of honor letter. *November 1927, page 231.*

352,000 photographic post cards answer business alarmists; Autocar Company. *August 1930, page 490.*

What direct mail did for Durant's western sales. *August 1929, page 493.*

(See also: TIRES, AUTOMOBILE; TRACTORS)

BABY CARRIAGES

Letter, a booklet and an envelope that form an ideal combination; F. A. Whitney Carriage Co. *August 1930, page 504.*

BAKELITE

Sampling campaign that pulled 40 per cent; Bakelite Corp. *July 1929, page 433.*

BAKERS AND BAKERIES

Mobile baker who sells tons of cake by mail. *May 1929, page 255.*

BANKING AND INVESTMENT

Advertising's role in launching a new bank. *November 1928, page 223.*
Behind the scenes in a sales promotion letter production department; Albert E. Peirce & Co. *July 1930, page 404.*
Bond circular written by over two hundred investment prospects. *July 1929, page 423.*
Heroic brochure for a heroic purpose; investment house. *April 1929, page 134.*
How the printer can help the banker. *December 1928, page 330.*
How type can be used to dramatize the message; Paul Plunkett & Co. *August 1928, page 523.*
I have a selling idea for you today; campaign for an investment company. *May 1929, page 237.*
Paper and ink in the bank display window; industrial-educational exhibits. *June 1930, page 326.*
350 new banking contacts from one campaign of six letters. *February 1931, page 510.*
Trust company humanizes its copy; California Trust Company. *July 1930, page 431.*

BATTERIES

Over 70,000 postal cards—in six years! Willard Storage Battery Co. *June 1930, page 321.*
Why dealers give our displays greater prominence and longer life; Burgess Battery Co. *September 1930, page 45.*
Willard adopts the album as a selling tool. *July 1928, page 394.*

BELTING

Technical readers and nontechnical arguments; Cyclops Belting. *August 1929, page 499.*

BEVERAGES

Coca-Cola circus comes to town. *November 1927, page 207.*
Coca-Cola designs a poster to use in every land. *May 1929, page 266.*
Eliminating the Labor Day deadline; Orange Crush Co. *September 1928, page 33.*
Have pretty faces and shapely figures lost their advertising usefulness? *December 1927, page 303.*
Off the shelf and onto the counter; Hoffman Beverages. *February 1928, page 543.*
Portfolios that enlist the dealer's cooperation; Cheek-Neal Coffee Co. *July 1928, page 410.*
Toonerville Trolley comes to life in 30,000 store windows. *March 1930, page 27.*

BLANKETS

As style merchandise blankets demand style printing; North Star blankets. *December 1930, page 322.*

BOOK INDUSTRY AND TRADE

Can machine-made books attain fine printing standards? *May 1930, page 221.*
Impressions that remain long after the ad is forgotten. *November 1927, page 247.*
Some direct mailadies in promoting sales of books. *April 1930, page 168.*

BRUSHES, HOUSEHOLD

Advertising that wins a welcome for salesmen; Fuller Brushes. *April 1930, page 142.*

BUILDING MATERIALS AND TRADE

Building contractor breaks out into art—with notable results! *February 1930, page 564.*
Colors that spring from the camera's lens; Finzer Brothers Clay Co. *May 1930, page 210.*
Dealer broadsides that serve a double purpose; King Construction Co. *March 1928, page 50.*
Dual-purpose coupon literature. *April 1928, page 168.*
Even bricks can be elevated by a good letterhead; O. C. Ochs Brick & Tile Co. *October 1929, page 132.*
Fifteen-piece dealer campaign for Steeltex; National Steel Fabric Co. *October 1927, page 121.*
Home builder's secret leaks out. *October 1928, page 177.*
Industrial paper inserts that serve a double purpose; Evens & Howard Fire Brick Company. *October 1928, page 128.*
Interesting direct mail tie-up for Upson Title campaign. *November 1927, page 209.*
Modernism in the house organ; Johns-Manville Co. *February 1931, page 495.*
Pyramids that leap out of the folds; Metropolitan Concrete Co. *February 1930, page 523.*
Robertson Protected Metal campaign drives home one point at a time. *May 1928, page 244.*
Sales letters dominate the "mailing-a-month" program of a $40,000,000 business; Turner Construction Co. *November 1929, page 244.*
What a coupon brings. *February 1928, page 547.*
Why building supply houses need help from printers. *March 1928, page 42.*

CAMERAS

Vogue of the post card; Eastman Kodak Co. *January 1928, page 449.*

CANNED FOOD

Why Carnation sometimes uses "extras" for the house organ; Carnation Milk Products Co. *August 1928, page 484.*

CATTLE INDUSTRY

Direct-mail campaign sells beef on the hoof. *January 1930, page 463.*

CELLOPHANE

Sales letters for helping a product sell itself. *March 1930, page 57.*

CHAIN STORES

Another hand at the throat of advertised products. *September 1929, page 15.*
Chain store executive defends advertising allowances. *October 1929, page 188.*

CIGARS AND CIGARETTES

Making the most of the testimonial letter; American Tobacco Co. *November 1928, page 225.*
Many famous products owe their success to fear copy. *April 1930, page 113.*
Six long days he labored and—brought forth this! Copy for the sophisticated. *January 1930, page 437.*

COAL TRADE

Direct mail straightens sales curves for the coal dealer. *August 1928, page 42.*
Facsimile longhand messages. *April 1928, page 137.*

CONFECTIONERY

Modernized letter that beat the old by 25 per cent; Miss Saylor's Chocolates, Inc. *March 1930, page 48.*
Sixteen ways to make stuffers pay; Campfire Corp. *May 1929, page 216.*
Taxicab magnates take up candy bar business as a sideline; Williamson Candy Company. *June 1930, page 307.*

COSMETICS AND PERFUMES

California Perfume's new sales portfolio shows products in use. *May 1929, page 224.*
Colorful new boxes stir the buying urge. *September 1929, page 28.*
How Marinello modernized. *January 1929, page 405.*
What advertising crimes are committed in the name of science. *March 1931, page 34.*

DAIRY MACHINERY

Making the most of the testimonial letter; De Laval. *November 1928, page 225.*

DAIRY PRODUCTS

How creameries can use printed salesmanship. *February 1928, page 514.*
Sixteen ways to make stuffers pay; Pabst Corp. (cheese) *May 1929, page 216.*
Three essentials of direct advertising for export; Golden State Milk Products Co. *August 1929, page 512.*

DENTAL EQUIPMENT AND SUPPLIES

Dignifying the profit appeal to reach the professional man. *September 1928, page 24.*
Ritter reaches 67,000 dentists by direct advertising through 300 dealers. *August 1930, page 519.*
Two million letters a year—two millions in sales; Coe Laboratories. *March 1929, page 30.*

DRUG TRADE

Giant window display marks pharmacy week. *October 1929, page 115.*
Many famous products owe their success to fear copy; Listerine. *April 1930, page 113.*
What are the ingredients of a successful house organ cover? Eli Lilly and Co. *December 1930, page 315.*

DYEING AND CLEANING BUSINESS

Personalized letter that revived the "dry" dry cleaning business; Union Dye Works. *March 1931, page 56.*

ELECTRIC LAMPS

Keeping salesmen from going stale; National Lamp Works. *June 1930, page 312.*
Portfolios that enlist the dealer's cooperation; National Lamp Works. *July 1928, page 410.*
Setting the stage for a sales round-up; National Lamp Works. *November 1929, page 261.*
Stock market contest increased sales 25 per cent; National Lamp Works. *October 1930, page 124.*

ELECTRIC LIGHT FIXTURES

Dealer booklet in eleven languages; Curtis Lighting, Inc. *January 1928, page 410.*
Jingling cash registers and swelling bank accounts; Lightolier Company's dealer literature. *June 1930, page 316.*

ELECTRICAL APPLIANCES

Hotpoint people get out a "hot" catalog. *June 1929, page 400.*
How direct mail helped achieve world's largest electric range sale; Georgia Power Co. *February 1931, page 514.*
Sales handbook that keeps Westinghouse products before 12,000 sales people. *March, 1930, page 42.*
That vague something in the ad that puts it over; General Electric Co. *October 1927, page 162.*
Unusual contest plan which awarded prizes for ideas instead of sales; General Electric Co. *December 1930, page 355.*
Westinghouse folks get out a new appliance catalog. *October 1927, page 136.*
Westinghouse general catalog that serves as a model of production efficiency. *March 1931, page 47.*
Westinghouse plan that sells ranges for Christmas. *November 1930, page 210.*
Westinghouse plans biggest direct-mail campaign. *June 1929, page 317.*
(See also: REFRIGERATORS, ELECTRIC; SEWING MACHINES; VACUUM CLEANERS)

ENVELOPE MANUFACTURERS

Printing that paves the way for salesmen's calls; Field-Ernest Envelope Co. *August 1930, page 524.*

EXTERMINATORS, RODENT

When we stopped filling in our letters and used strategic enclosures with colorful letterheads instead; Felix Girard Co. *October 1929, page 137.*

FARM EQUIPMENT AND SUPPLIES

Farm market is good and getting better. *May 1928, page 215.*
Hitting the bull's-eye with direct mail based on marketing facts. *July 1929, page 397.*
Pictures that give farm people a thrill. *November 1927, page 240.*
Selling to farmers with mail advertising. *December 1927, page 358.*

FENCES

Booklet that meets prospect on his own level; Cyclone Fence. *March 1928, page 24.*
Folders that unfold a message; Dubois Fence. *May 1929, page 262.*

FIREARMS

Colt "quick on the draw" in new campaign. *May 1930, page 218.*
Every little product has a romance all its own; Colt's Patent Fire Arms Mfg. Co. *May 1928, page 220.*

FLOUR TRADE

Why Pillsbury uses the "glorified cartoon" to sell pancake flour. *June 1929, page 336.*

FLOWER INDUSTRY AND TRADE

Color helps increase sales 200 per cent; St. Paul florists. *March 1931, page 17.*
Color photography brings the radiance of flowers to the printed page. *September 1930, page 32.*
Dealer broadsides that serve a double purpose. *March 1928, page 50.*
Ten ways of enlisting dealer cooperation in association campaigns; Society of American Florists. *April 1930, page 129.*

FOOD INDUSTRY AND TRADE

How a new container saved the day for "Bred-Spred"; Glaser-Crandell Co. *April 1931, page 132.*

FOOD INDUSTRY AND TRADE (Cont.)

How direct mail sold a record Calavo crop at record prices; Calavo growers of California. *June 1930, page 309.*
How we sold a patrician market with plebeian postals; Cleveland's exclusive food shop. *September 1929, page 43.*
Let's get up a recipe book! *November 1929, page 266.*
Letters that keep fickle customers on the books; Log Cabin Products Company. *February 1928, page 519.*
Many famous products owe their success to fear copy. *April 1930, page 113.*
Off the shelf and onto the counter. *February 1928, page 543.*
Photographing the appetite appeal. *July 1928, page 391.*

(See also: BAKERS AND BAKERIES; CANNED FOOD; DAIRY PRODUCTS; FLOUR TRADE; ICE CREAM; MEAT INDUSTRY AND TRADE; RETAIL STORES; YEAST)

FURNITURE

Book on interior decoration furnishes setting for Karpen furniture. *February 1930, page 536.*
Bound or loose-leaf catalog—which is the better? Mersman Brothers Corp. *June 1930, page 349.*
Charts that simplify the sales story; Berkey & Gay Furniture Co. *August 1929, page 508.*
Colors that spring from the camera's lens; Heywood-Wakefield Co. *May 1930, page 210.*
Correct and incorrect uses of furniture backgrounds in advertising literature. *June 1930, page 336.*
Even conventions make suitable subjects for house-organ covers; the Rome Company. *March 1930, page 24.*
Four follow-up letters that closed 63 sales from 123 magazine inquiries; Mitchell Lap Table. *June 1930, page 357.*
Giving the quality product a quality background; Berkey & Gay Furniture Co. *May 1928, page 225.*
How Seng trains retailers to feature built-in products. *April 1929, page 114.*
Now with us—the catalog "modern"; Phoenix Chair Co. *February 1929, page 559.*
Page one of the four-page letter; Cutler Desk Co. *May 1929, page 224.*
Sixteen ways to make stuffers pay; Kittinger Company. *May 1929, page 216.*
Ten ways of enlisting dealer cooperation in association campaigns; National Home Furnishings Program. *April 1930, page 129.*
When we checked out of shows and used better printing instead. *November 1927, page 223.*

GAS AND OIL ENGINES

Printed quality goes deeper than externals; Sterling Engine Co. *December 1930, page 332.*

GLASS INDUSTRY

Nothing to advertise; Williamsport Mirror & Glass Co. *June 1929, page 401.*

HOSIERY

Advertising that wins a welcome for salesmen; Real Silk Hosiery. *April 1930, page 142.*
48 new accounts from 303 calls; Allen-A Company. *November 1930, page 230.*
Sixteen ways to make stuffers pay; Davenport Hosiery Mills. *May 1929, page 216*
Some recent experiments in photographic display signs. *October 1930, page 120.*

HOTELS, RESTAURANTS AND CLUBS

Business-getting campaign for a small-city hotel. *June 1929, page 353.*
Hotels need good printing—and lots of it. *May 1928, page 250.*
Series of letters brought 35 per cent replies in Copley-Plaza campaign. *January 1930, page 471.*
Why the Hotel New Yorker became a sensational first-year success. *May 1931, page 205.*

HOUSEHOLD FURNISHINGS

Bound or loose-leaf catalog—which is the better? Kirsch Company. *June 1930, page 349.*
How the Vollrath Company is using color to sell color. *April 1928, page 112.*
We make every letter do a selling job; Speedo Products Co. *September 1929, page 39.*

(See also: BLANKETS; BRUSHES, HOUSEHOLD; ELECTRICAL APPLIANCES; FURNITURE)

ICE CREAM

"Psychological moment" sells more ice cream. *September 1927, page 68.*

INSURANCE

Advertising that wins a welcome for salesmen. *April 1930, page 142.*
Aetna Life blazes a new trail in publication of rotogravure sections. *March 1931, page 65.*
Good enough! It's only going to our salesmen; Mutual Trust Life Insurance Co. *January 1930, page 459.*
How direct mail sells extra insurance for Christmas; Equitable Life Insurance of Iowa. *December 1930, page 328.*
Is there a better way to distribute the 1929 calendar? *November 1928, page 255.*
Letters that win interviews for salesmen; insurance company's portfolio model sales letters. *December 1929, page 372.*
Mailing list kinks. *December 1928, page 309.*
Photographs with a story for salesmen; Travelers Insurance Co. *March 1930, page 35.*
Printing idea borrowed from the movies; Lumberman's Mutual Casualty Co. *October 1927, page 170.*
Return cards that keep out of sight until they are wanted; The Fidelity Mutual Life Insurance Co. *January 1929, page 408.*
Standardizing branch-office programs; Lincoln Life Weekly Bulletin. *August 1929, page 517.*
Stepping up sales on overlooked lines; Standard Accident. *March 1929, page 55.*
That vague something in the ad that puts it over; Prudential Insurance Co. *October 1927, page 162.*
To make a sale, first get the buyer to think as you do. *April 1929, page 126.*
Why we urge agents to use letters in selling insurance. *November 1928, page 241.*

JEWELRY TRADE

Bright spot on the dealer's counter; Bulova Watch Co. *October 1929, page 124.*
43 per cent return from one dealer mailing; Warren Telechron Co. *June 1930, page 314.*
Gruen test campaign proves value of outside selling for retail jewelers. *September 1930, page 30.*
Is there a formula for the successful publication of house organs? Brock and Company. *January 1930, page 441.*
Jeweler's catalog that made the most of local color. *December 1928, page 312.*
One sales manual for every sales purpose; Gruen Watchmakers' Guild. *April 1930, page 117.*

JEWELRY TRADE (Cont.)

Photographs as display pieces; Winton watches. *May 1930, page 254.*
Printing that paves the way for salesmen's calls; Benrus Watch Co. *August 1930, page 524.*
Rotogravure tabloid that rings the cash register; A. C. Becken & Co., wholesale jewelers. *December 1929, page 367.*
Something different in advance cards; Westfield Watches. *January 1929, page 421.*
(See also: SILVERWARE)

JOBBERS

Letters of last resort. *July 1928, page 413.*
Nothing to advertise. *July 1929, page 401.*
Red hot letters; wholesale hardware company. *October 1927, page 109.*
Retailers who use Rice-Stix advisory service buy more goods. *September 1929, page 36.*
Wholesale business created by printed salesmanship. *September 1927, page 27.*

LAUNDRIES

How the printer can help the laundry. *April 1928, page 163.*
Ten ways of enlisting dealer cooperation in association campaigns; Laundry Owners' Campaign. *April 1930, page 129.*

LAUNDRY EQUIPMENT INDUSTRY

Aroma of the tan bark in advertising copy; American Laundry Machinery Co. *October 1927, page 129.*
Is volume of inquiries a fair test of direct mail? General Laundry Machinery Co. *May 1928, page 266.*

LUGGAGE

Modern broadside for a modern product, Hartmann Trunk Co. *October 1929, page 116.*

LUMBER TRADE AND MILLWORK

Finding the dramatic angle when building sales pieces; Barr & Collins, lumber dealer. *May 1930, page 243.*
Longview—an advertising triumph. *January 1929, page 433.*
Prospect is shopping for a home. *September 1927, page 45.*
Remodeling campaign builds business for printers; Curtis companies. *August 1929, page 552.*
Why one advertiser put his printer on the weekly pay-roll. *May 1929, page 253.*

MACHINERY AND SUPPLIES

Advertisers' Noah's ark; Owen Bucket Co.; Ingersoll-Rand Company; Mason Regulator Co. *December 1929, page 338.*
Blown-up sales letters; United States Hoffman Machinery Corporation. *June 1928, page 323.*
Calendar that has retained the same form for 22 years; The Carborundum Company. *July 1930, page 425.*
"Farm relief" campaign that really relieves the farm; Anglo-American Mill Company's "jumbo" sales letter. *January 1931, page 416.*
Letters that keep fickle customers on the books; Bonney Forge and Tool Works. *February 1928, page 519.*
I have a selling idea for you today; campaign for a manufacturer of textile machinery. *May 1929, page 257.*
Making black and white do a color job. *October 1929, page 181.*
Norton Company de luxe brochure. *August 1929, page 510.*

MACHINERY AND SUPPLIES (Cont.)

Page one of the four-page letter; Westinghouse. *May 1929, page 224.*
Photographs—the house-organ editor's strongest ally. Barber-Colman Co. *April 1928, page 128.*
Robey of Lincoln decides to send out a letter. *July 1929, page 415.*
Skilful use of color in an industrial catalog; Allis-Chalmers Mfg. Co. *November 1929, page 236.*
Steps to be taken in campaign to launch new industrial products; S-A Vibrator Screen. *May 1930, page 249.*
Ten ways to stimulate inquiries. *March 1929, page 49.*
That vague something in the ad that puts it over; Johns-Manville Co., *October 1927, page 162.*
When we get a good letter we use it six times; Barrett-Cravens Company. *July 1929, page 425.*
Why we used line cuts for our new booklet instead of halftones; machinery for cutting gears. *November 1927, page 227.*
Writing copy to overcome price objections; Bullard Verticle Turret Lathe Co. *September 1928, page 62.*

MEAT INDUSTRY AND TRADE

Even good letters need to be staged; Jacob E. Decker & Co. *December 1927, page 361.*
How Armour keeps 35,000 stockholders sold. *September 1929, page 33.*
(See also: CATTLE INDUSTRY)

MEN'S CLOTHING INDUSTRY AND TRADE

Chicago clubmen join garter-of-the-month club. *July 1930, page 403.*
15 per cent more business from 11 per cent fewer dealers; Oshkosh Overall Co. *March 1930, page 15.*
Noted doctors strike before-and-after pose; Henry C. Lytton & Sons. *September 1930, page 18.*
Retail sales manual clerks like to read; Eagle Shirts. *May 1928, page 208.*
Sixteen ways to make stuffers pay; Joseph & Feiss Co. *May 1929, page 216.*
Suit sales soar when one shade is singled out for plugging. *May 1931, page 217.*
What gives "style" to a style booklet? Knapp-Felt Hats. *December 1928, page 342.*
What the well-dressed letterhead will wear; The Hecht Co. *March 1928, page 33.*
Wilson Brothers "trade up" in the face of declining prices. *May 1931, page 191.*

MOTION PICTURE INDUSTRY

Promoting a "box-office" picture. *May 1929, page 208.*

MUSICAL INSTRUMENTS

Steinway makes 1930 its greatest year; Steinway pianos. *April 1931, page 128.*

NOTIONS

Experiments with complimentary letter closings that mean something; DeLong Hook and Eye Company. *July 1930, page 416.*

NURSERIES (Horticulture)

Lure of old Japan helps sell cherry trees. *August 1928, page 492.*

OFFICE BUILDINGS

Palmolive Building holds open house for 12,000 interested visitors. *July 1929, page 440.*

OFFICE EQUIPMENT AND SUPPLIES

Behind the scenes in a sales promotion letter production department; Albert E. Peirce & Co. *July 1930, page 404.*
Our experience with stamped inquiry cards; Gilman Fanfold Corp. *August 1928, page 506.*
Page one of the four-page letter; United Autographic Register Co.; Multiplex Display Fixture Co. *May 1929, page 225.*
Photographs as display pieces; Star brand typewriter ribbons. *May 1930, page 254.*
Plan for following up every mailing piece with a salesman's call. Yawman & Erbe. *September 1930, page 40.*
Plant location as a tangible business asset; Gilman Fanfold Company. *October 1930, page 132.*
Remington Rand discovers a new local tie-up for national advertising; furnishing covers for local chamber of commerce magazines. *January 1931, page 428.*
Robots rush in where salesmen fear to tread; Todd Company. *February 1930, page 538.*
Sales promotion, like charity, must begin at home; Victor Adding Machine Co. *February 1931, page 490.*
Technical readers and nontechnical arguments; Graybar Interphone Service. *August 1929, page 499.*
Who should prepare the instruction books—engineer or copy writer? *February 1930, page 549.*

(See also: PENS AND PENCILS; TYPEWRITERS)

OIL BURNERS

Graphic method of merchandising direct-mail campaigns to salesmen; Williams Oil-O-Matic Heating Corp. *April 1930, page 162.*
How Oil-O-Matic reaches future customers through present users; general magazine for Oil-O-Matic users. *September 1930, page 34.*
How Oil-O-Matic uses the house organ to level sales peaks. *March 1929, page 42*
Our merchandising manual "calls its sales shots"; S. T. Johnson Co. *July 1930, page 443.*

OPTICAL TRADE

Our dealer-help campaign increased the size of dealers' orders; Shur-on Standard Optical Co. *December 1929, page 345.*

PAINT AND OIL INDUSTRY

Charts that simplify the sales story; Pee-Gee Paint. *August 1929, page 508.*
Guarantees: do they help the catalog? Devoe & Raynolds. *April 1929, page 120.*

PAPER INDUSTRY

Even good letters need to be staged; Miami Paper Co. *December 1927, page 361.*
New plan for distributing inquiries; American Writing Paper Co. *January 1931, page 444.*
Paper and ink in the bank display window; industrial-educational exhibit. *June 1930, page 326.*
Photographs—the house-organ editor's strongest ally; S. D. Warren & Co. *April 1928, page 128.*
Pyramids that leap out of the folds; Vacuum Oil Co. *February 1930, page 523.*
Tying in the house organ with the advertiser's direct mail; Zellerbach Paper Company. *August 1929, page 535.*

PENS AND PENCILS

2500 new dealers and $750,000 worth of new business; The Wahl Co. *April 1930, page 125.*
Using shadows as part of the illustration; Easterbrook Pen Co. *April 1928, page 146.*

PETROLEUM INDUSTRY AND TRADE

Charts that simplify the sales story; Vacuum Oil Co. *August 1929, page 508.*
Find a "peg" for the sales letter. *June 1928, page 315.*
Merchandising an advertising campaign through letterheads; Associated Oil Co. of San Francisco. *January 1931, page 443.*
Quaker State dealers are sold on quality idea. *September 1930, page 22.*
Why Alemite tested its dealer plan in 40 cities. *February 1929, page 521.*

PHONOGRAPHS

Victor's "new horizon" campaign. *January 1929, page 422.*

PHOTOGRAPHERS

Localized advertising is backbone of photographers' prosperity drive. *November 1928, page 214.*

PLUMBING SUPPLIES

Do times like these warrant more printing or less? The Crane Co. *August 1930, page 500.*
Every little product has a romance all its own; Bridgeport Brass Co. *May 1928, page 220.*
This era of beautiful bathrooms. *February 1929, page 534.*

POULTRY INDUSTRY

We charted the entire campaign before writing a line of copy; Pioneer Hatchery. *March 1929, page 38.*

PRINTED TAPE

Our letterhead carries the brunt of our direct-advertising campaigns; Chicago Printed String Co. *April 1930, page 128.*

PRINTING PRESSES

Printing press sells 50,000 printing presses. *September 1927, page 32.*

PROFESSIONAL SERVICES

Another case where a new letterhead paid for itself; A. C. Nielsen Co. *September 1929, page 32.*

PUBLIC UTILITIES

Different ways of personalizing advertising messages; Consolidated Gas Co. of New York. *March 1930, page 65.*
Financial statement made basis for brochure; Buffalo, Niagara and Eastern Power brochure. *October 1929, page 151.*
How public service companies can use more printed salesmanship. *December 1927, page 324.*
How Rochester Gas uses "neighborhood" appeal to sell more furnaces. *April 1929, page 144.*
Selling a public utility to the public. *March 1929, page 48.*
Sixteen ways to make stuffers pay; Union Gas & Electric Co. *May 1929, page 216.*

(See also: TELEPHONE AND TELEGRAPH INDUSTRY)

PUBLISHERS

Notable promotional book for a publisher. *October 1927, page 119.*

(See also: BOOK INDUSTRY AND TRADE)

RADIO

Around the clock with the Majestic radio sales promotion program. *March 1930, page 19.*
At last! An advertising portfolio salesmen will use; Radio Corp. of America. *February 1928, page 524.*
Brunswick brochure demonstrates development of rotogravure printing. *July 1930, page 408.*
Cast of "Lilliputians" starred in Brunswick radio booklet. *January 1930, page 426.*
Football contest that increased sales even in the fall of 1929; Pacific Wholesale, Inc. *August 1930, page 506.*
Kellogg radio proves that a poster campaign can be merchandised. *December 1929, page 335.*
Majestic dealers distribute 3,000,000 copies of rotogravure magazine fortnightly. *February 1930, page 569.*
Only qualified prospects get Stromberg-Carlson quality campaign. *August 1928, page 471.*
People ask for "balanced" radios; Philco campaign. *May 1930, page 266.*
R.C.A.'s ten rules for building and operating a prospect list. *September 1929, page 30.*

RADIO TUBES

Photographs as display pieces; Sylvania radio tubes. *May 1930, page 254.*

RAILROADS

Another railroad breaks away from precedent; Denver & Rio Grande Western Railroad. *October 1930, page 155.*
Buckaroo Bill helps Union Pacific to fill empty seats. *October 1929, page 140.*
Canadian National plans a year ahead. *September 1928, page 31.*
Direct photographs show Union Pacific merchandise in its true colors. *June 1930, page 320.*
How a railroad overcame the worst slump in many years; Golden State Limited. *March 1931, page 28.*
How Missouri Pacific staged a mail campaign. *February 1929, page 562.*
How printing helps encourage wanderlust. *March 1930, page 32.*
How the Pennsylvania sells service and loyalty to its employees. *November 1928, page 229.*
How the Union Pacific sold a new train to Portland. *November 1930, page 218.*
Is there a better way to distribute the calendar? Southern Pacific. *November 1928, page 255.*
"Outdoor" appeal in sales literature. *May 1928, page 234.*
Pittsburgh railways use unique appeal to boost safety campaign. *August 1929, page 511.*
Rock Island turns to direct mail to announce new lounge car. *June 1929, page 320.*

RAZOR BLADE STROPPERS

He discarded a going business—and pinned his faith on advertising; Rhodes Mfg. Co. *December 1928, page 387.*

REAL ESTATE BUSINESS

Direct mail for leasing apartments. *May 1931, page 220.*
Easier interviews for subdivision salesmen. *March 1929, page 34.*
Fictionalized booklet that rents apartments by mail. *March 1931, page 44.*
Longview—an advertising triumph. *January 1929, page 433.*
Printer turns the tables on a real estate concern. *November 1927, page 234.*
Sixteen ways to make stuffers pay; Realty Development Corp., Detroit. *May 1929, page 216.*

REFRIGERATORS, ELECTRIC

After all, maybe an Eskimo might buy a Frigidaire. *October 1929, page 118.*
General Electric circus truly the greatest sales show on earth. *November 1930, page 214.*
Pages from a salesman's portfolio; Copeland Sales Co. *September 1929, page 34;* reply, Copeland photographs goad Cincinnati iceman into taking his pen in hand. *November 1929, page 280.*
$250,000 in one month to introduce the new Majestic refrigerator. *December 1930, page 316.*
What about sales promotion, anyway? *April 1930, page 120.*

REFRIGERATORS, GAS

Use of printing that trains salesmen while helping them sell; Electrolux refrigerators. *January 1930, page 428.*

RETAIL STORES

Charts that simplify the sales story; John T. Shayne, Inc. *August 1929, page 508.*
Chicago clubmen join "garter-of-the-month club"; Marshall Field & Co. *July 1930, page 403.*
Department store exposition that attracted city-wide interest. *April 1928, page 141.*
East side store draws the avenue trade; Gimbel, Buffalo, N. Y. *May 1930, page 257.*
Educating the public to appreciate personal service; Bungalow Stores Company. *May 1928, page 223.*
Facsimile longhand messages. *April 1928, page 137.*
Fashion mailing that manages to look like last-minute news. *September 1929, page 21.*
First four lines of the letter; Carson Pirie Scott & Co. *May 1928, page 238.*
Gruen test campaign proves value of outside selling for retail jewelers. *September 1930, page 30.*
Harrod's of London scores the biggest scoop in advertising history. *May 1929, page 214.*
How can retailers in a small city use direct advertising? *February 1928, page 563.*
How direct mail boosts department store sales. *October 1928, page 132.*
How much should a big store spend for quality printing? *December 1927, page 309.*
How printed salesmanship created Britain's greatest store. *November 1927, page 243.*
How we sold a patrician market with plebian posters; exclusive food shop. *September 1928, page 43.*
I have an idea for you today; druggist's house organ. *May 1929, page 257.*
Jeweler's calendar that made the most of local color. *December 1928, page 312.*
Kenneth Collins advised to "stick to his last." *November 1929, page 231.*
Lillian Baker, retailer, goes to New York. *October 1927, page 128.*
Ninety mailings a year to customers; Kleinhans Company. *April 1929, page 129.*
Noted doctors strike before-and-after pose; Henry C. Lytton & Sons. *September 1930, page 18.*
Pick your future customers—and keep after them! A small grocer tried this plan. *July 1928, page 401.*
Putting the once-in-awhile mailing into house-organ form; Nahigian oriental rugs. *January 1931, page 457.*
Revive old accounts at Christmas? *November 1930, page 232.*
Shall retail stores standardize on type faces? *September 1930, page 27.*
Sixteen ways to make stuffers pay; Jarman Shoe Co. *May 1929, page 216.*
Store paper owes its success to its news. *July 1930, page 417.*
Story of Britain's greatest store. *November 1927, page 243.*
Suit sales soar when one shade is singled out for plugging. *May 1931, page 217.*
What gives "style" to a style book. *December 1928, page 342.*
What the well-dressed letterhead will wear; The Hecht Co. *March 1928, page 33.*
Why More's concentrate on gilt-edged prospects. *September 1928, page 38.*

(See also: CHAIN STORES)

RUBBER INDUSTRY

How good should an advertising manual be? B. F. Goodrich Rubber Co. *July 1930, page 415.*

SCHOOLS AND COLLEGES

Letters that keep fickle customers on the books; U. S. School of Music. *February 1928, page 159.*

SEWING MACHINES

Advertising that wins a welcome for salesmen; White Rotary Electric Sewing Machine. *April 1930, page 142.*

SHOE AND LEATHER INDUSTRY

Analyzing the appeals that make people buy. *July 1928, page 434.*
Composite photographs lend character and background to Abbott footgear. *April 1930, page 140.*
Every little product has a romance all its own; Davis Leather Co. *May 1928, page 220.*
Getting full value from the trade-paper insert; A. C. Lawrence Leather Co. *September 1929, page 48.*
Giving the quality product a quality background; Lackawanna Leather Co. *May 1928, page 225.*
Is there a better way to distribute the 1929 calendar? International Shoe Co. *November 1928, page 255.*
One hundred honors; Delman's of New York. *March 1930, page 58.*
Sold: 250,000 direct-mail sets to dealers—at nine cents a set! J. P. Smith Shoe Company. *February 1930, page 559.*
Some experiments in making letters pull. *April 1929, page 117.*
We use a "sample" campaign to sell direct mail; J. P. Smith Shoe Co. *April 1928, page 144.*

(See also: LUGGAGE)

SILVERWARE

Describing coupon literature—irresistibly; Rogers, Lunt & Bowlers. *March 1928, page 61.*
New way of merchandising a campaign to the trade; International Silver Co. *April 1931, page 116.*
Now with us—the catalog "moderne"; Oneida Community, Ltd. *February 1929, page 559.*
Radical changes in design helped sell silverware even in dull times. *October 1930, page 127.*
Silvered advertising; 1847 Rogers Bros. *December 1929, page 326.*
Using shadows as part of the illustration; International Sterling. *April 1928, page 146.*

SOAP INDUSTRY AND TRADE

California Perfume's new sales portfolio shows products in use. *May 1929, page 224.*
How a Spanish soap made the British market. *June 1929, page 325.*

SPORTING GOODS

Does a letterhead need to be drab and solemn? Golf Tee Co. *December 1929, page 344.*

STEAMSHIP LINES

Booklet covers that whet the appetite for what is inside; French Line. *December 1928, page 305.*
Describing coupon literature—irresistibly; U. S. Shipping Board. *March 1928, page 61.*
How printing helps encourage wanderlust. *March 1930, page 32.*
Photographs—the house-organ editor's strongest ally; International Merchant Marine Co. *April 1928, page 128.*

STEEL INDUSTRY AND TRADE

Ancient lore registers hit in steel market; P. F. McDonald & Co. *September 1929, page 62.*

STOKERS, AUTOMATIC

Finding the dramatic angle when building sales pieces; Iron Fireman Corp.; Combustioneer, Inc. *May 1930, page 240.*

STORE FIXTURES

Institutional copy in the catalog; Gruendler Mfg. Co. *June 1929, page 337.*

STOVES AND FURNACES

Advertising uncovers a wealth of romance even in stoves. *May 1930, page 263.*
Describing coupon literature—irresistibly; Burnham Boiler Corp. *March 1928, page 61.*
How Rochester Gas uses "neighborhood" appeal to sell more furnaces. *April 1929, page 144.*
Letters of last resort; Holland Furnace Co. *July 1928, page 413.*
Seven things a trade-mark accomplishes; Surface Combustion Co. of Toledo. *February 1931, page 506.*
Some additional things our direct-mail mistakes have taught us; Coleman Lamp & Stove Co. *February 1931, page 529.*
Some things our direct-mail mistakes have taught us; Coleman Lamp & Stove Co. *January 1931, page 397.*

(See also: ELECTRICAL APPLIANCES; OIL BURNERS)

TELEPHONE AND TELEGRAPH INDUSTRY

Jazzing up the map; American Telephone & Telegraph Co. *January 1928, page 404.*
Over half a million yearly for employee magazines; Bell System. *August 1928, page 490.*
Technical readers and nontechnical arguments; Graybar Interphone Service. *August 1929, page 499.*
When sales lagged, direct mail saved the day; Michigan Bell Telephone. *August 1929, page 527.*

TIRES, AUTOMOBILE

Colorful new boxes stir the buying urge; Firestone tires. *September 1929, page 28.*
How Mohawk sells tires by selling safe touring. *June 1929, page 321.*
How Seiberling backs up its radio campaign with direct mail. *July 1928, page 382*
How Standard Oil announced its entrance into the tire business to every service station. *January 1931, page 404.*
Vogue of the post card; Firestone Tire and Rubber Co. *January 1928, page 449*

TOYS

Display piece that shows the product in action; American Flyer Co. *December 1930, page 334.*

TRACTORS

Action pictures that help sell tractors; Caterpillar Tractor Co. *November 1929, page 232.*

How one advertiser gets local color in dealer mailings; Caterpillar Tractor Co. *May 1930, page 232.*

Our best salesman is our house organ; Caterpillar Tractor magazine. *December 1930, page 310.*

Technical readers and nontechnical arguments; Caterpillar Tractor Co. *August 1929, page 499.*

TYPEWRITERS

Corona ties up display cards with advertising theme. *July 1929, page 409.*

UNDERTAKERS

Even the undertaker can use direct mail. *June 1928, page 351.*

VACUUM CLEANERS

Advertising that wins a welcome for salesmen; Eureka Vacuum Cleaner. *April 1930, page 142.*

VINEYARDS

Making the sphinx talk; Virginia Dare Vineyards. *May 1929, page 219.*

WAREHOUSES

What a good printer did for a public warehouse. *October 1927, page 133.*

WATERHEATERS

Dealers get a run for their money in this campaign; Day and Night Water Heaters. *July 1930, page 420.*

YEAST

What the well-dressed letterhead will wear; Fleischmann Co. *March 1928, page 33.*

Record of Mailings

Perpetual Calendar

Years 1753 to 1952	Jan.	Feb.	Mar	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1761 1767 1778 1789 1795 1801 1807 1818 1829 1835 1846 1857 1863 1874 1885 1891 1903 1914 1925 1931 1942	4	7	7	3	5	1	3	6	2	4	7	2
1762 1773 1779 1790 1802 1813 1819 1830 1841 1847 1858 1869 1875 1886 1897 1909 1915 1926 1937 1943	5	1	1	4	6	2	4	7	3	5	1	3
1757 1763 1774 1785 1791 1803 1814 1825 1831 1842 1853 1859 1870 1881 1887 1898 1910 1921 1927 1938 1949	6	2	2	5	7	3	5	1	4	6	2	4
1754 1765 1771 1782 1793 1799 1805 1811 1822 1833 1839 1850 1861 1867 1878 1889 1895 1901 1907 1918 1929 1935 1946	2	5	5	1	3	6	1	4	7	2	5	7
1755 1766 1777 1783 1794 1800 1806 1817 1823 1834 1845 1851 1862 1873 1879 1890 1902 1913 1919 1930 1941 1947	3	6	6	2	4	7	2	5	1	3	6	1
1758 1769 1775 1786 1797 1809 1815 1826 1837 1843 1854 1865 1871 1882 1893 1899 1905 1911 1922 1933 1939 1950	7	3	3	6	1	4	6	2	5	7	3	5
1753 1759 1770 1781 1787 1798 1810 1821 1827 1838 1849 1855 1866 1877 1883 1894 1900 1906 1917 1923 1934 1945 1951	1	4	4	7	2	5	7	3	6	1	4	6
Leap Years	.	29	.	.	.	.	.	.	.	.	.	.
1764 | 1792 | 1804 | 1832 | 1860 | 1888 | 1928 |	7	3	4	7	2	5	7	3	6	1	4	6
1768 | 1796 | 1808 | 1836 | 1864 | 1892 | 1904 | 1932	5	1	2	5	7	3	5	1	4	6	2	4
1772 | .... | 1812 | 1840 | 1868 | 1896 | 1908 | 1936	3	6	7	3	5	1	3	6	2	4	7	2
1776 | .... | 1816 | 1844 | 1872 | .... | 1912 | 1940	1	4	5	1	3	6	1	4	7	2	5	7
1780 | .... | 1820 | 1848 | 1876 | .... | 1916 | 1944	6	2	3	6	1	4	6	2	5	7	3	5
1756 | 1784 | 1824 | 1852 | 1880 | .... | 1920 | 1948	4	7	1	4	6	2	4	7	3	5	1	3
1760 | 1788 | 1828 | 1856 | 1884 | .... | 1924 | 1952	2	5	6	2	4	7	2	5	1	3	6	1

1	2	3	4	5	6	7
Monday.... 1	Tuesday.... 1	Wednesday. 1	Thursday... 1	Friday.... 1	Saturday.. 1	SUNDAY. 1
Tuesday.... 2	Wednesday. 2	Thursday... 2	Friday..... 2	Saturday.. 2	SUNDAY. 2	Monday... 2
Wednesday. 3	Thursday... 3	Friday..... 3	Saturday... 3	SUNDAY. 3	Monday... 3	Tuesday... 3
Thursday... 4	Friday..... 4	Saturday... 4	SUNDAY.. 4	Monday... 4	Tuesday... 4	Wednesday 4
Friday..... 5	Saturday... 5	SUNDAY.. 5	Monday.... 5	Tuesday... 5	Wednesday 5	Thursday.. 5
Saturday... 6	SUNDAY.. 6	Monday.... 6	Tuesday.... 6	Wednesday 6	Thursday.. 6	Friday.... 6
SUNDAY.. 7	Monday.... 7	Tuesday.... 7	Wednesday. 7	Thursday.. 7	Friday.... 7	Saturday.. 7
Monday.... 8	Tuesday.... 8	Wednesday. 8	Thursday... 8	Friday..... 8	Saturday.. 8	SUNDAY. 8
Tuesday.... 9	Wednesday. 9	Thursday... 9	Friday..... 9	Saturday.. 9	SUNDAY. 9	Monday... 9
Wednesday.10	Thursday...10	Friday.....10	Saturday...10	SUNDAY.10	Monday...10	Tuesday...10
Thursday...11	Friday.....11	Saturday...11	SUNDAY..11	Monday...11	Tuesday...11	Wednesday11
Friday.....12	Saturday...12	SUNDAY..12	Monday....12	Tuesday...12	Wednesday12	Thursday..12
Saturday...13	SUNDAY..13	Monday....13	Tuesday....13	Wednesday13	Thursday..13	Friday....13
SUNDAY..14	Monday....14	Tuesday....14	Wednesday.14	Thursday..14	Friday....14	Saturday..14
Monday....15	Tuesday....15	Wednesday.15	Thursday...15	Friday....15	Saturday..15	SUNDAY.15
Tuesday....16	Wednesday.16	Thursday...16	Friday.....16	Saturday..16	SUNDAY.16	Monday...16
Wednesday.17	Thursday...17	Friday.....17	Saturday...17	SUNDAY.17	Monday...17	Tuesday...17
Thursday...18	Friday.....18	Saturday...18	SUNDAY..18	Monday...18	Tuesday...18	Wednesday18
Friday.....19	Saturday...19	SUNDAY..19	Monday....19	Tuesday...19	Wednesday19	Thursday..19
Saturday...20	SUNDAY..20	Monday....20	Tuesday....20	Wednesday20	Thursday..20	Friday....20
SUNDAY..21	Monday....21	Tuesday....21	Wednesday.21	Thursday..21	Friday....21	Saturday..21
Monday....22	Tuesday....22	Wednesday.22	Thursday...22	Friday....22	Saturday..22	SUNDAY.22
Tuesday....23	Wednesday.23	Thursday...23	Friday.....23	Saturday..23	SUNDAY.23	Monday...23
Wednesday.24	Thursday...24	Friday.....24	Saturday...24	SUNDAY.24	Monday...24	Tuesday...24
Thursday...25	Friday.....25	Saturday...25	SUNDAY..25	Monday...25	Tuesday...25	Wednesday25
Friday.....26	Saturday...26	SUNDAY..26	Monday....26	Tuesday...26	Wednesday26	Thursday..26
Saturday...27	SUNDAY..27	Monday....27	Tuesday....27	Wednesday27	Thursday..27	Friday....27
SUNDAY..28	Monday....28	Tuesday....28	Wednesday.28	Thursday..28	Friday....28	Saturday..28
Monday....29	Tuesday....29	Wednesday.29	Thursday...29	Friday....29	Saturday..29	SUNDAY.29
Tuesday....30	Wednesday.30	Thursday...30	Friday.....30	Saturday..30	SUNDAY.30	Monday...30
Wednesday.31	Thursday...31	Friday.....31	Saturday...31	SUNDAY.31	Monday...31	Tuesday...31

NOTE—To ascertain any day of the week first look in the table for the year required and under the months are figures which refer to the corresponding figures at the head of the columns of days below. For example: To know on what day of the week July 4 was in the year 1895, in the table of years look for 1895, and in a parallel line, under July, is figure 1, which directs to column 1, in which it will be seen that July 4 falls on Thursday.

Advertising Record

Month of

Date	Description	Count	List	Key	Inclosure	Postage	Cost	Cost per Inquiry

Daily Record of Inquiries

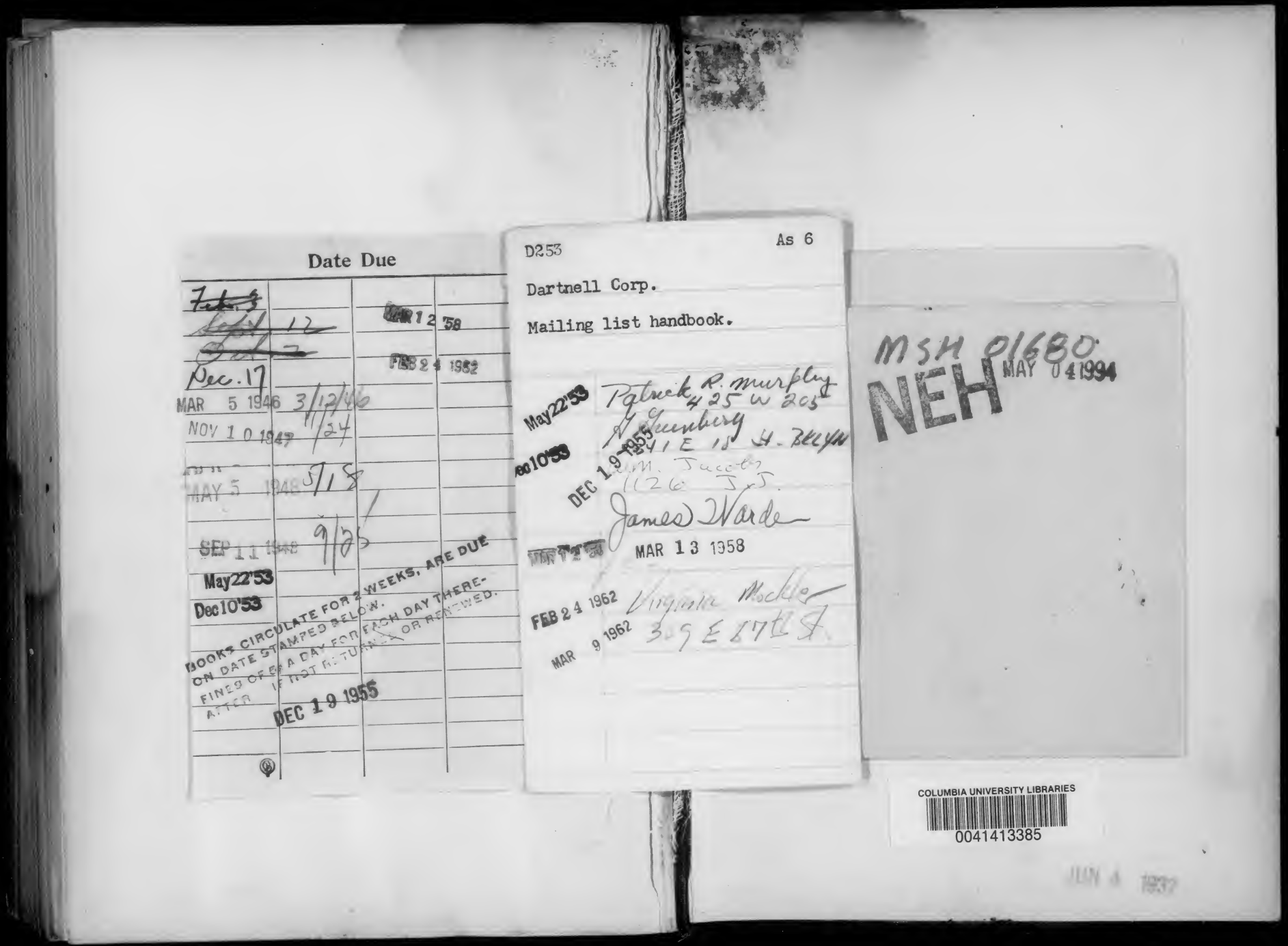
Month of _____

Key	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total

Advertising Record

Month of _____

Date	Description	Count	List	Key	Enclosures	Postage	Cost	Cost per Inquiry



Date Due

Feb 5
Feb 12
Feb 26
Dec. 17
MAR 5 1946 3/12/46
NOV 10 1947 11/24
MAY 5 1948 5/18
SEP 11 1948 9/23
May22'53
Dec10'53

BOOKS CIRCULATE FOR 2 WEEKS, ARE DUE ON DATE STAMPED BELOW.
FINES OF 5¢ A DAY FOR FOUR DAY THEREAFTER IF NOT RETURNED OR RENEWED.
DEC 19 1955

MAR 12 '58
FEB 24 1962

D253 As 6

Dartnell Corp.

Mailing list handbook.

May22'53 Patrick R. murphy 425 W 205 St
Dec10'53 N Quenbury 241 E 18 St. Brklyn
DEC 19 1955 Wm. Jacobs 1126 Jas.
James Warde
MAR 12 '58
MAR 13 1958
FEB 24 1962 Virginia Mockler
MAR 9 1962 305 E 17th St.

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